

INTERACTIVE WORKSHOP: Journal of Public Policy & Marketing, an AMA Journal:
Research at the Intersection of Marketing, Public Interest, and Well-Being

Maura Scott

Florida State University

Kelly Martin

Colorado State University, USA

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EMAC Special Session Proposal

Session Chairs:

Maura Scott

Coeditor in Chief, Journal of Public Policy & Marketing

Persis E. Rockwood Professor of Marketing, Florida State University

Maura.Scott@fsu.edu

Kelly Martin

Coeditor in Chief, Journal of Public Policy & Marketing

Professor of Marketing and Dean's Distinguished Research Fellow, Colorado State University

Kelly.Martin@colostate.edu

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Declaration:

Each presenter has agreed to register for the conference and to present the paper, if the proposal is accepted; and none of the papers has been submitted to other conference tracks, and none have previously been presented at EMAC.

The *Journal of Public Policy & Marketing (JPP&M)* is the premier scholarly marketing journal for research that promotes the greater good at the nexus of marketing and public policy, with a focus on consumer, societal, and environmental well-being. Each issue of *JPP&M* features a wide range of topics, including, but not limited to, ecology and sustainability, ethics and social responsibility, diversity and inclusion, nutrition and health, politics, regulation and deregulation, consumer and societal well-being, and security and privacy, among others. The journal has a 4-decade long history of addressing topics that make a difference in the world.

As one of the four American Marketing Association journals (*Journal of Public Policy & Marketing, Journal of Marketing, Journal of Marketing Research, and Journal of International Marketing*), we are committed to rigor and relevance through inclusivity. *JPP&M* is distinct in that it has a wide readership, which includes not only scholars but also policy makers, consumer advocates, managers, and individual consumers; the board boasts leading scholars, as well as experts from agencies.

The purpose of the interactive workshop is to highlight the 2020-2023 strategic plan for *JPP&M* and how it aligns with the priorities of leading research institutions and scholars. We will discuss publishing in *JPP&M*, the strategic priorities of the journal, and what a 'marketing and public policy' paper looks like. We will also have an interactive breakout session, in which we discuss how to connect public interest-based research to the journal.

JPP&M is uniquely positioned to align with the United Nations' 17 Sustainable Development goals (United Nations 2015); numerous recently published *JPP&M* papers have touched on each of these goals, and we encourage continued work in this area. Furthermore, *JPP&M* is aligned with the major accreditation standards, and we seek research along these lines. For example, AACSB accreditation standards encourage institutions to create and transfer knowledge to inform policy and public understanding, as well as to make "makes a positive impact on the betterment of society," this guides priorities of leading business schools around the world (AACSB 2020). Similarly, EQUIS emphasizes research that "engages with and encourages impact from, and on, a range of stakeholders" (p. 77) including government, trade unions,

associations, and policy -making or influencing bodies, among others (Equis 2020). *JPP&M* encourages work that aligns with these priorities.

This workshop welcomes faculty and doctoral students who would like to learn more about the *Journal of Public Policy & Marketing*. This workshop will be especially beneficial to Marketing scholars who are interested in:

- Research topics focusing on individual, societal, and/or environmental well being
- Topics that leverage rigorous conceptual and empirical scholarly research methods to help examine the big questions to help promote the public interest and "greater good"
- Creating new knowledge at the intersection of marketing and public policy

Our 2020-2023 *JPP&M* Strategic Plan is focused on building knowledge through rigor, relevance, and inclusivity (Martin and Scott 2021). The four pillars of the plan entail:

1. Expanding awareness of *JPP&M* as the **go-to journal for topics that make a difference in the world**, particularly at the intersection of marketing, policy, and consumer, societal, and environmental well-being.
2. Increasing impact by **engaging diverse and global policy perspectives**. The journal is committed to gaining insights from scholars from beyond the borders of the US. For example, Gijzenberg and Verhoef (2019) examines how to increase public transportation usage, as modeled from European railway data. Set in the European Union, the research provides global insights to help promote sustainable transportation and reduce carbon emissions. Furthermore, we are committed to diversity and inclusion, and welcome work that brings insights from underrepresented and vulnerable populations around the world. For instance, Umashankar and Srinivasan (2013) examine how to increase the effectiveness of interventions in the context of employing former sex workers in India. This work has global implications for alleviating dire life circumstances which impact human dignity. As another example, Grier and Davis (2013) examine how fast-food restaurants near schools differentially impact ethnic minority teenagers, contributing to obesity among this vulnerable population.
3. Encouraging **business relevance and cross-disciplinary collaboration**. As university research budgets potentially become more constrained, partnerships between marketing

departments and areas across campus such as political science, health and nutrition, social work, and others, as well as various governmental funding agencies, are likely to increase and further make *JPP&M*'s mission particularly relevant and salient.

4. Heightening policy relevance through a **variety of marketing lenses**. The work of *JPP&M* is relevant to a variety of marketing audiences and subdisciplines (e.g., consumer behavior, TCR, marketing strategy, modeling, services, and others).

Read more about the strategic plan at:

<https://journals.sagepub.com/doi/10.1177/0743915620928090>

This 90-minute session is structured as follows, **emphasizing an Interactive Workshop**:

- 20 minutes: Key facet of the 2020-2023 *JPP&M* Strategic Plan: Inclusivity and Outreach to Scholars at Universities Across Europe. Focus on research that promotes and informs the public interest.
- 20 minutes: Your Research May Connect to Marketing and Public Policy!
- 30 minutes: **Interactive Workshop Session with Editors and Associate Editors**. In this break out session, participants will join break out rooms with Editors and Associate Editors. Authors can gain feedback on how to plan and position their own work, to strengthen its fit with *JPP&M*. We will also discuss strategies to publish grant-based research in *JPP&M*, while also meeting the needs of governmental funding agencies.
- 15 minutes: Getting Involved: Publishing and Reviewing with *JPP&M*
- 5 minutes: Wrap Up

Learn more at www.ama.org/JPPM.

References:

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