

## **call for papers**

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## **Special Issue**

Political Consumerism

## **Rationale for Special Issue and Issue scope:**

Political consumerism is by scholars from various research fields seen as a relevant emerging individualized form of political expression. Via individualized political consumerism citizens seek alternative arenas to the parliamentary voter participation for expressing their political opinions and exert political influence. The supermarket i.e. the market arena exemplifies an arena that possibly becomes politicized when citizens in the role of individual consumers for example engage in boycotts or buycotts of products or services (the negative and positive political consumerism forms reported in the literature (Micheletti 2003).

Political consumerism is being studied from a multidisciplinary field involving political scientists, sociologists, consumer researchers, marketing etc. For example they discuss how to define the concept of politics in relation to alternative forms of participation, the modes and forms of participation, the characteristics of the actors involved, the target groups, the effects and the motivation for participating in these different types of political action. However, the ongoing struggle within the interdisciplinary research community still is to theorize how the concept of politics and/or political participation in relation to consumption should be understood. This has several implications for researchers and practitioners. For example issues related to epistemology and methodology such as, determining and choosing a research strategy and how to measure political consumerism. More specific problems for practitioners is getting a better understanding of consumers needs, wants and thoughts when buying products or services where political values could be present. More specifically, how can we map "political" values of products and services and virtual buying communities making is possible for managers to provide relevant products and services to relevant consumers? Furthermore, how do companies communicate more relevant and efficient with consumers? Further how can this potentially new knowledge be implemented in several internal factors such as building a more elaborated organizational culture, improving job satisfaction, attracting new employees and in external factors such as consumer satisfaction, loyalty and branding to mention some examples .

The problematics of measuring this phenomenon seem to be a crucial and reoccurring debate. A possible consequence of the measurement problem particularly when looking at political consumerism from a marketing or a management perspective has led to relatively few contributions discussing e.g. the relevance of the phenomenon, how important it should be considered and also analysis and assessments of the potential of political consumerism. Therefore this issue invites papers discussing questions such as:

# management revue

- How to conceptualize and measure individualized political consumerism from a consumption perspective (Conceptual papers, Overview of existing research methodologies used in measuring political consumption)
- Looking at political consumerism in various consumption areas
- Virtual political consumerism
- What is the relevance and importance of political consumption in a market sense (e.g. empirical studies from different context e.g. countries, consumption areas etc.)
- The (innovation) potential of the phenomenon political consumerism for marketers
- Communicating with politicized markets
- Dealing with political consumerism strategically

The list is not exhaustive. Papers discussing the phenomenon political consumerism from other perspectives are also welcome.

## **Deadline:**

Full papers for this special issue of the 'management revue' must be with the editors by October 1st 2010. All contributions will be subject to a double-blind review. Papers invited to a 'revise and resubmit' are due April 1<sup>st</sup> 2011. Please submit your papers electronically to both editors using as subject 'management revue'.

## **Hoping to hear from you**

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