

## **MARKETS, GLOBALIZATION & DEVELOPMENT REVIEW**

### **Call for Papers – Special Issue on Alternative Imaginings**

#### **Guest Editors:**

Dr. Mine Üçok Hughes, Woodbury University, Burbank, CA

Dr. Rika Houston, California State University Los Angeles, Los Angeles, CA

In this special issue of [Markets, Globalization, and Development Review \(MGDR\)](#) we invite scholars across a wide spectrum of social science and humanities disciplines to explore and present alternative visions of well-being and development that counter dominant, mainstream models forged in the context of globalization and predatory capitalism.

The idea for this special issue on alternative imaginings came from the 14<sup>th</sup> International Society of Markets and Development Conference in Peru in 2016. The papers presented at the namesake track focused on modes of development that were alternative to the dominant mainstream ideologies and modes of production and consumption.

#### **Aims & Scope of the Journal**

It is important to preface the Aims & Scope of this journal – *Markets, Globalization & Development Review (MGDR)* – with an acknowledgement of the intellectual history of the ideas and people that led to the creation of the [International Society of Markets and Development \(ISMD\)](#), the MGDR-sponsoring organization, and eventually spawned this journal. The pioneering people and influences were located in the applied disciplines of marketing and consumer research, but were in search of global, macro, and non-hegemonic orientations in the discussion of issues and ideas. Given this history, MGDR remains very open to interesting work coming out of applied social science disciplines, and, in addition, seeks to expand the scope of interests so that contributions from multiple disciplines – including pure social sciences and humanities – can enrich the knowledge about policy-oriented options pertaining to markets, globalization and development.

Examining the three core areas – markets, globalization and development – from interdisciplinary lenses, *Markets, Globalization & Development Review (MGDR)* is international in its scope and encourages global diversity in its topics and contributions.

The editors invite the contributing authors to keep a spirit of openness in their writings; a receptivity to alternate, contested, controversial and evolving views on these three intersecting concepts. The editors also encourage research on alternative marketplaces, especially those with low or limited economic and social resources, envisioning alternative and sustainable routes that promise peaceful prosperity for everyone. Submissions to MGDR undergo a double-blind review process.

#### **Special Issue Aims & Scope**

By embracing ideas of alternative economies, de-growth, de-gentrification, small scale innovation, solidarity, and grassroots community activism; consumers and communities are

creating and implementing “alternative imaginings” of economic growth and development. These revolutionary approaches embrace sustainability and social and environmental justice across and within a diversity of communities around the world.

While not exhaustive, the following list suggests possible alternative modes of being, living, consuming, producing that divert from the mainstream, that we would like to address in this special issue.

- Alternative economies: barter, sharing economy, gift economy, bike kitchens, non-capitalist/market-economy systems, centrally planned economies
- Alternative measures of economic growth: Happy Planet Index, Genuine Progress Indicator, Human Development Index, Social Progress Index
- Alternative modes of production: 3-D printing, the Maker Movement, the Construer idea
- Alternative modes of decision-making: consensus decision-making
- Alternative modes of living/consumption: ecovillages, communal living, minimalism/voluntary simplicity, tiny homes, dumpster diving, freeganism, localism
- Alternative marketing strategies: guerilla marketing, bloggers/influencers, stealth marketing
- Alternative medicine: holistic healing, acupuncture, homeopathy
- Alternative music
- Alternative media
- Alternative currency systems: local currencies, time banks, digital currencies
- Alternative modes of resistance: passive activists, social media activism
- Alternative places of habitat: refugees living in refugee camps, refugees living in illegal settlement areas, undocumented residents, prisoners, homeless people
- Alternative modes of education: homeschooling, open schools and universities, problem-based learning

If you are unsure of the suitability of your topic or have questions regarding a submission, please contact one of the special issue guest editors. This special issue welcomes empirical, methodological, and conceptual papers as well as book and media reviews. In terms of methods, we are open to both qualitative and quantitative research designs, as long as data gathering and analysis procedures are rigorous. Similarly, we welcome positivist, interpretivist, and critical approaches alike.

### **Format & Submission Information**

Submitted manuscripts should follow the format as indicated in the [style guide](#) on the journal website. As a guide, papers should be of no more than 9,000 words (excluding references, tables, figures, etc.). Papers will be reviewed by the special issue guest editors and, if judged as within the scope of the special issue, will be sent to referees for double-blind peer review. Please submit completed manuscripts to the journal’s manuscript [submission site](#), and indicate that your paper is intended for this special issue.

All expressions of interests and enquiries can be directed to the special issue editors: **Mine Üçok Hughes** [mineucokhughes@gmail.com](mailto:mineucokhughes@gmail.com) and/or **Rika Houston** [hhousto@calstatela.edu](mailto:hhousto@calstatela.edu). If you are interested in reviewing for this special issue, please contact the guest editors.

## Submission Deadlines

- **July 15, 2017:** Deadline for electronic submission
- **September 15, 2017:** Feedback to authors after peer review
- **January 15, 2018:** Deadline for revised submission
- **April 30, 2018:** Final deadline for subsequent revisions, final formatting

## Special Issue Guest Editors

**Mine Üçok Hughes, Ph.D.**, is an Associate Professor of Marketing at Woodbury University, Burbank California. Her area of specialty is consumer research and she focuses on non-mainstream consumers and their consumption practices that differ from mainstream consumers. She is also interested in sustainable marketing and sustainable lifestyle communities in particular. She has presented and published on topics ranging from transmigrant consumption practices to digital consumers. Her research has appeared in several publications including *Business Horizons*, *Qualitative Market Research*, *Journal of Product and Brand Management*, and *Advances in Consumer Research*.

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**Rika Houston, Ph.D.**, is a Professor of Marketing at California State University Los Angeles. She specializes in global, digital, and gender consumer culture; sustainability marketing; and community-based social marketing. She is a recipient of the California Doctoral Incentive Fellowship and Cal State LA's Distinguished Woman Award. Her research has been published in *Consumptions, Markets, and Culture*; *the Journal of Nonprofit and Public Sector Marketing*; *Ethnicity and Health*; *Advances in Consumer Research*; *Business Communications Quarterly*; *Applied Anthropology*; and *the Amerasia Journal*. She also serves on the Editorial Review Board for the *Journal of Marketing Education*; the Editorial Advisory Board for *Consumption, Markets, and Culture*; and the Board of Directors for the Marketing Educators Association.

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