



TRANSFORMATIVE
CONSUMER RESEARCH

2024 Impact Festival

Striving for Influential, Meaningful and Positive
Action for Change and Transformation

Summer AMA Pre Conference

August 15-16, 2024

Boston Marriott Copley Place

Co Chairs: Iana Castro, Paula Peter and Gabriel Gonzalez

Agenda

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

- 2:00 Welcome, Iana Castro
- 2:10 Session 1: Publishing Research with Societal Impact
Beth Vallen, Co-editor of the Journal of Public Policy and Marketing
- 2:30 Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact
Julie Ozanne
Brennan Davis
Melissa Bublitz
- 3:30 Break
- 3:45 Session 3: Business Tools for Accelerating Social Impact Research
Paula Peter
Gabriel Gonzalez
- 5:00 Conclusion

Friday August 16, 8:30-12:30

Designing Research with Societal Impact

- 8:30 Welcome
- 8:40 Session 4a: Identifying, Defining and Measuring Social Impact Metrics
Nita Umashankar
Linda Tuncay Zayer
Ron Hill
Iana Castro
Martina Hutton
- 9:40 Session 4b: Moderated Panel Discussion
Linda Tuncay Zayer, Ron Hill, Martina Hutton, Iana Castro, Nita Umashankar
- 10:30 Break
- 10:45 Session 5: Designing a Project with Societal Impact
- 12:20 Closing Remarks

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 1: Publishing Research with Societal Impact

Beth Vallen, Co-editor of the Journal of Public Policy and Marketing



TCR@AMA Impact Festival:
Publishing Research with Impact

.....| **Journal of Public Policy & Marketing**



The home for inquiry at the intersection of marketing and public policy.

Topics are wide ranging, including ecology, ethics and social responsibility, nutrition, health and healthcare, (de) regulation, privacy, social justice ... and so much more.

Research that explores issues related to marketing and society and proposes solutions ... or initiates a dialogue that moves us closer to them.

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Thursday August 15 2-5:30

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What is Impact?



Defining Qualities

In their introduction to the book, *Transformative Consumer Research for Personal and Collective Well-Being*, David Mick, Simone Pettigrew, Cornelia Pechmann and Julie Ozanne identify six defining qualities and commitments of Transformative Consumer Research, illustrated in the hive diagram.

Adapted from Mick, David Glen, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne (2012), "Origins, Qualities, and Envisionments of Transformative Consumer Research," in *Transformative Consumer Research for Personal and Collective Well-Being*, ed. David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, New York: Routledge, 3-24.



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What is Impact?



AACSB Standard 9: Engagement that Impacts Business and Society

The school, units within the school, faculty, and students engage with external stakeholders in business, the professions, government, non-governmental organizations (NGOs), and/or the wider community to create and transfer knowledge and inform policy and public understanding; develop connections and collaborations with end-users; and create "pathways to impact" that can contribute to business performance and positive social, economic, and physical environmental outcomes outside academia.

Documentation example: Provide examples of impact arising from engagement with non-academic external stakeholders that ...are enhancing the practice of business, and/or addressing real-world problems and improving society.

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Beth Vallen, Co-editor of the Journal of Public Policy and Marketing



What are journals doing to drive impact?

Welcoming topics that make a difference

Direct implications for stakeholders (researchers, practitioners, policy makers)

Delivers a substantial theoretical or practice/policy payoff

...for JPP&M, it's both/and rather than either/or

Format for encouraging dialogue

- Special issues as an avenue to explore emerging topics
- **@JPPM** Policy Notes submissions as shorter inquiries into cutting edge issues
- **@JPPM** Research Dialogues as invited pieces that welcome different perspectives on emerging topics

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Journal of Public Policy & Marketing

Recent and Upcoming Special Issues/Sections

Review Papers and Meta-Analyses in Marketing and Public Policy (Martin and Scott; January 2024)

Transformative Consumer Research – On Impact (Blocker, Davis, DeBerry-Spence, & Ozanne; July 2024)

Marketing to End War, Create Peace, and Enhance Sustainable Well-Being (Schultz, Rosa, and Malter; January 2025)

Generative AI: Promise and Perils (Shintaro Okazaki, Yuping Liu-Thompkins, Dhruv Grewal, and Abhijit Guha; in progress)

Misinformation / Disinformation (Gita Johar and Leonard Lee; CFP forthcoming!)

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(Some) Emerging Issues

- Privacy ... data and beyond
- Trade policy
- Economic policy
- Competitive policy
- Technology
- Global health
- First Amendment
- Racial justice
- Gender issues
- Political polarization



Journal of Public Policy & Marketing

Welcome to our manuscript submission site. Find your "role" (e.g., Author, Reviewer, etc.) from the horizontal menu bar above to begin working in ScholarOne Manuscripts.

New Requirement: Policy Contribution Statement

New submissions must include a Policy Contribution Statement on the first page of the main document. The purpose of the JPP&M Policy Contribution Statement is to allow authors to highlight the public policy relevance of the submitted manuscript. In the statement, the authors are asked to succinctly articulate (1) the policy conversation that the submission initiates or to which it seeks to contribute, (2) how the manuscript moves our understanding beyond existing marketing and public policy literature, and (3) what specific policy stakeholders might be impacted by the results of the inquiry and how. The Policy Contribution Statement should be submitted as part of the initial submission of a paper and will be shared with the review team. It should not exceed 300 words. The Policy Contribution Statement does not count toward the 50-page limit.

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.....| What's an author to do?

- Participate in important conversations ... decide before you start
- Engage stakeholder perspectives
 - Participation can take many forms ... each delivers value
- Make the contribution clear throughout the manuscript
 - Use closely related work to demonstrate (1) how your research moves the literature forward in a meaningful way, and (2) moves our understanding of the problem forward in ways that impact consumers, business, and/or society and **informs solutions**

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Special Issue Research Article

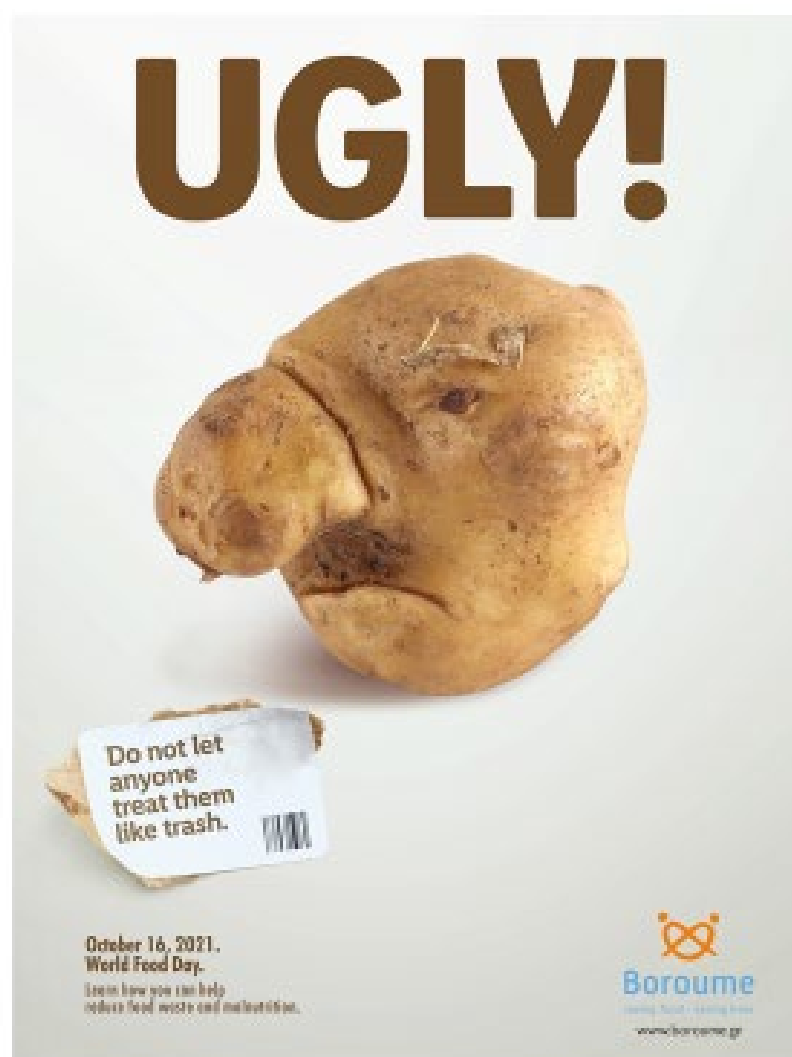
Same but Different: Using Anthropomorphism in the Battle Against Food Waste

Katrien Cooremans and Maggie Geuens

Abstract

Food waste is a major threat to global sustainability. Much of it is caused by the aesthetic requirements imposed by retailers, which assume that consumers are not interested in buying misshapen produce unless it is accompanied by significant price discounts. This article proposes an alternative way to market such produce. A pilot study confirms consumers' aversion to misshapen produce and identifies inferior taste perceptions as its dominant driver. Three studies then show that using anthropomorphism (i.e., attributing human characteristics to nonhuman objects) can increase purchase intentions for misshapen produce. Specifically, displaying misshapen produce with a smiling face and presenting shape abnormalities as body parts in point-of-purchase stimuli trigger positive affective reactions. These affective reactions enhance taste perceptions, thereby leading to higher purchase intentions and food choice. In addition, this research tests environmental concern as a moderator and measures actual behaviors in a grocery shopping context. The findings suggest an intervention that could be more effective than current public campaigns in the effort to curb waste along the entire food chain.

Journal of Public Policy & Marketing
2019, Vol. 38(2) 232-245
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DOI: 10.1177/0743915619827941
journals.sagepub.com/home/jppo



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How do Journals Talk About Impact?

Impact Factor: 5.1

5-Year Impact Factor: 6.9

Rank in Business: 65/302 (79th percentile)

YTD Accept Rate: 14%



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Article Usage Statistics

The following table shows the ten articles that were downloaded the most from January - June 2024 on the Sage Journals platform.

Total Downloads	Article
9,517	Carlos Diaz Ruiz, Tomas Nilsson Disinformation and Echo Chambers: How Disinformation Circulates on Social Media Through Identity-Driven Controversies Special Issue: Marketing to Prevent Radicalization: Developing Insights for Policies; 10.1177/07439156221103852
9,300	Jessica Vredenburg, Sommer Kapitan, Amanda Spry, Joya A. Kemper Brands Taking a Stand: Authentic Brand Activism or Woke Washing? Volume 39 Issue 4; 10.1177/0743915620947359
2,438	Christine Moorman Commentary: Brand Activism in a Political World Volume 39 Issue 4; 10.1177/0743915620945260
2,198	Eva Kipnis, Catherine Demangeot, Chris Pullig, Samantha N.N. Cross, Charles Chi Cui, Cristina Galalae, Shauna Kearney, Tana Cristina Licsandru, Carlo Mari, Verónica Martín Ruiz, Samantha Swanepoel, Lizette Vorster, Jerome D. Williams Institutionalizing Diversity-and-Inclusion-Engaged Marketing for Multicultural Marketplace Well-Being Special Issue: Transformative Consumer Research; 10.1177/0743915620975415
1,942	Colin Campbell, Pamela E. Grimm The Challenges Native Advertising Poses: Exploring Potential Federal Trade Commission Responses and Identifying Research Needs Volume 38 Issue 1; 10.1177/0743915618818576
1,755	Daniel Fernandes Politics at the Mall: The Moral Foundations of Boycotts Volume 39 Issue 4; 10.1177/0743915620943178
1,731	T.J. Weber, Jeff Joireman, David E. Sprott, Chris Hydock Differential Response to Corporate Political Advocacy and Corporate Social Responsibility: Implications for Political Polarization and Radicalization Special Issue: Marketing to Prevent Radicalization: Developing Insights for Policies; 10.1177/07439156221133073

..... | What are journals doing to drive impact?



Welcoming topics that make a difference

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Publication is step one (it might feel like step 100)!

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.....| Driving Impact



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Stronger together: Developing research partnerships with social impact organizations

Melissa G. Bublitz¹ | Laura A. Peracchio² | Brennan Davis³ |
Jennifer Edson Escalas⁴ | Jonathan Hansen⁵ |
Elizabeth G. Miller⁶ | Beth Vallen⁷ | Tiffany B. White⁸

.....| What are journals doing to drive impact?



Creative avenues for communicating research findings ... targeted to non-academic audiences

Leveraging promotion across media

@JPPM Impact Task Force exploring creative outlets

- Infographics
- Reading lists
- Connections with media outlets and media training
- Distribution list for stakeholders

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Megaphone!

www.ama.org/research-curations

Journal of Public Policy & Marketing research curations provide thematic collections of articles published in the *Journal*. Curation teams provide introductory commentary and suggest future research directions that bring fresh light to past work. *JPP&M's* research curations are ideal repositories for articles that cover pressing topics and questions and can assist in building literature reviews and creating content for doctoral seminars.

Benét DeBerry-Spence, Aronté Marie Bennett,
Samantha N. N. Cross, Akon Ekpo
and Francesca Sobande



A Call for Further Research at the
Intersection of Race, Marketing,
and Public Policy

J. Craig Andrews, Scot Burton,
Gregory T. Gundlach, Ronald Paul Hill, Jeremy Kees,
Richard G. Netemeyer and Kristen L. Walker



What Exactly Is Marketing and
Public Policy?

Courtney Droms Hatch



Is the Pharmaceutical Industry an
Ideal Context for Research? A
Curation on Pharmaceutical
Marketing and Agenda for Future
Research

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EXCLUSIVE AMA MEMBER WEBINAR

Creativity Meets Compliance: The Intersection of Marketing & Public Policy



Bennie F. Johnson
CEO, AMA
(Moderator)



Beth Vallen
Professor of Marketing & Business Law,
Villanova University



Justin Holmes
VP Marketing and Public Policy,
Zipcar

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Sage Perspectives Search  HOME CATEGORIES ABOUT SAGE JOURNALS 

August 9, 2023 · Research

Decoding the Labels: Navigating Through the Complexities of Nutrition Labels for Healthier Food Choices

DR. NATALINA ZLATEVSKA

One of the questions that I am frequently asked, and have struggled to answer, is what constitutes a healthy diet. Despite 15 years of research into healthy food consumption, I find it challenging to provide a definitive response. Navigating the supermarket aisles in an attempt to make healthy food choices can be quite complicated.

Obesity has become a critical global public health crisis, and post-pandemic, obesity levels have reached unprecedented heights. It is imperative that we empower individuals with the tools to make informed decisions about their food choices. Consumers require clear guidance on how to select healthy products. The current nutrition labeling efforts are inadequate and fail to effectively communicate whether a food item is detrimental to one's health. It is evident that we need evidence-backed action to address this issue urgently.

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“We want to inspire you to join a movement. Scholars of marketing and policy can use their toolkit to end war, create peace, and enhance sustainability.”

Cliff Shultz
Loyola University Chicago

 AMERICAN MARKETING ASSOCIATION

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“How can we fight the threats that AI presents to society?”

As humans, we cannot fight this; we need AI to fight this. It takes a crook to catch a crook, as they say.”

V. Kumar
Brock University

AM> | AMERICAN MARKETING ASSOCIATION



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TRANSFORMATIVE CONSUMER RESEARCH (TCR)
WORKSHOP SERIES

TCR's Executive Leadership and Social Impact Council's
November 9th Zoom Workshop will feature **Dr. Paula Fitzgerald**, Professor of Marketing, and **Nathan Haddad**, Professor of Business Administration, Chambers College of Business, West Virginia University, USA.

Dr. Fitzgerald will discuss her co-authored JPPM article examining the implications of Dobbs ruling on female reproductive health.

Marketing and Public Policy Implications of Dobbs v. Jackson Women's Health Organization
M. Paula Fitzgerald, Jeff Langenderfer, Roberta Renzelli-Cain, and Elizabeth A. Critch

THURSDAY, NOVEMBER 9TH, 2023

4 PM EASTERN / 3 PM CENTRAL / 2 PM MOUNTAIN / 1 PM PACIFIC / 10 PM CENTRAL EUROPE / 9 PM LONDON

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What are journals doing to drive impact?

Creative avenues for communicating research findings ... targeted to non-academic audiences

Leveraging promotion across media

@JPPM Impact Task Force exploring creative outlets

- Infographics
- Reading lists
- Connections with media outlets and media training
- Distribution list for stakeholders
- And also looking for ways to **measure** and **communicate** impact in addition to citation count

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From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being

Lauren G. Block, Sonya A. Grier, Terry L. Childers, Brennan Davis, Jane E.J. Ebert, Shiriki Kumanyika, Russell N. Laczniak, Jane E. Machin, Carol M. Motley, Laura Peracchio, Simone Pettigrew, Maura Scott, and Mirjam N.G. van Ginkel Bieshaar

The authors propose a restructuring of the "food as health" paradigm to "food as well-being." This requires shifting from an emphasis on restraint and restrictions to a more positive, holistic understanding of the role of food in overall well-being. The authors propose the concept of food well-being (FWB), defined as a positive psychological, physical, emotional, and social relationship with food at both individual and societal levels. The authors define and explain the five primary domains of FWB: food socialization, food literacy, food marketing, food availability, and food policy. The FWB framework employs a richer definition of food and highlights the need for research that bridges other disciplines and paradigms outside and within marketing. Further research should develop and refine the understanding of each domain with the ultimate goal of moving the field toward this embodiment of food as well-being.

Keywords: food, well-being, nutrition, food literacy, food socialization, policy

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Hunger and Food Well-Being: Advancing Research and Practice

Journal of Public Policy & Marketing
2019, Vol. 38(2) 136-153
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sagepub.com/journals-permissions
DOI: 10.1177/0743915619827012
journals.sagepub.com/home/ppo


Melissa G. Bublitz, Jonathan Hansen, Laura A. Peracchio,
and Sherrie Tussler

Abstract

This article explores the paradigm of Food Well-Being (FWB), “a positive psychological, physical, emotional, and social relationship with food,” for those who experience hunger. Building on the insights derived from two sources—research across a range of disciplines including marketing and the practices of the nonprofit Hunger Task Force to alleviate hunger and advance FWB—the authors explore the five domains of FWB: food availability, food socialization, food literacy, food marketing, and food policy as they relate to people who experience hunger. The authors establish a research contribution by extending the FWB paradigm to include people experiencing hunger and by applying this extended paradigm to illuminate the impact of hunger on people’s FWB. Finally, the authors propose research to guide researchers, policy makers, and nonprofits toward generating FWB for all.

Keywords

food well-being, hunger, social change, transformative consumer research, food insecurity













Journal of Business Research

Volume 100, July 2019, Pages 354-365



Food access for all: Empowering innovative local infrastructure ☆

Melissa G. Bublitz ^a  , Laura A. Peracchio ^b , Charlene A. Dadzie ^c ,
Jennifer Edson Escalas ^d , Jonathan Hansen ^e , Martina Hutton ^f ,
Gia Nardini ^g , Carrie Absher ^h , Andrea Heintz Tangari ⁱ 

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Thursday August 15 2-5:30

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Beth Vallen, Co-editor of the Journal of Public Policy and Marketing



The screenshot shows the top portion of a research article page. At the top, the journal title "the journal of consumer affairs" is displayed in a blue serif font, underlined with a green brushstroke. Below the title, the text "Research Article" is followed by an "Open Access" label and Creative Commons icons (CC, BY, NC, ND). The article title "Stronger together: Developing research partnerships with social impact organizations" is in a bold, black sans-serif font. Below the title, the authors' names are listed: Melissa G. Bublitz, Laura A. Peracchio, Brennan Davis, Jennifer Edson Escalas, Jonathan Hansen, Elizabeth G. Miller, Beth Vallen, and Tiffany B. White. On the left side of the page, there is a vertical blue bar with the text "JPP&M" written vertically.

What's an author to do?



Engage with stakeholders on research to communicate **usable** relevant findings

Learn to write for a non-academic audience... and embrace opportunities to do so

Look beyond citation count

- Impact on SIOs, policy makers, court cases ...
- Alt metrics

Be real about your implications ... science is a process and your paper is a **part** of it

Look at who is citing your work and consider what they are doing with it

Engage with TCR scholars – this room is a great place to start!

Be an advocate for impact!

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Journal of Public Policy & Marketing



Engage with us!

Visit us at ama.org/JPPM.

Become a reviewer or trainee reviewer.

Submit your best work at the intersection of marketing and public policy.

Get involved in our scholarship community.

Attend impact sessions on the program – JPPM Kinnear (Friday @ 1), RRBM (Saturday at 11:15 and 2:00)

Drive impact!

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Have a fantastic pre-conference!



beth.vallen@villanova.edu

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Julie Ozanne

Scoping Impact

What social contract do YOU personally feel you have with society?



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What is research impact?

Impact is “an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life **beyond academia.**” (UK REF 2009, 2014)

Research “should make a difference in business and society...”
(AACSB 2020)



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Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Julie Ozanne

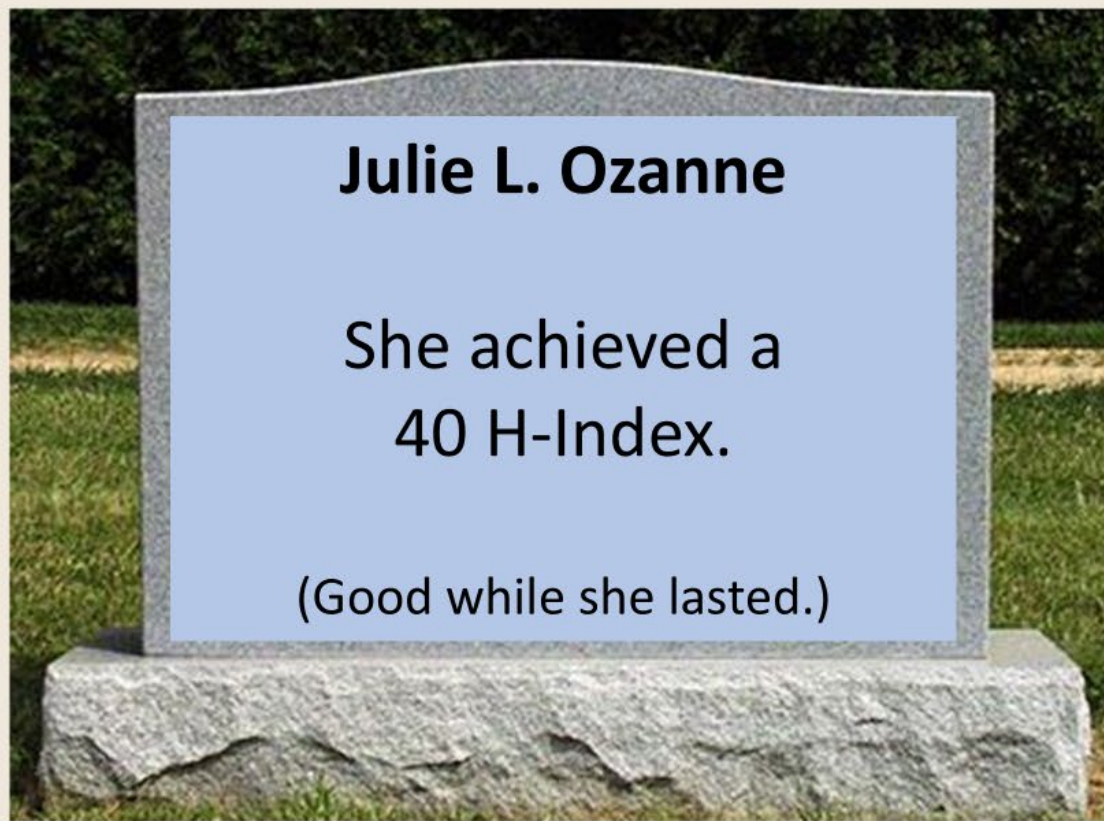
Steps along the way...

Academic impact

- Citation analysis
- H-index
- Journal Impact Factor

Awareness

- Social problem
- Media mentions
- Impact of the organization



Impact is a social process...



3-9 Years (REF 2014)

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

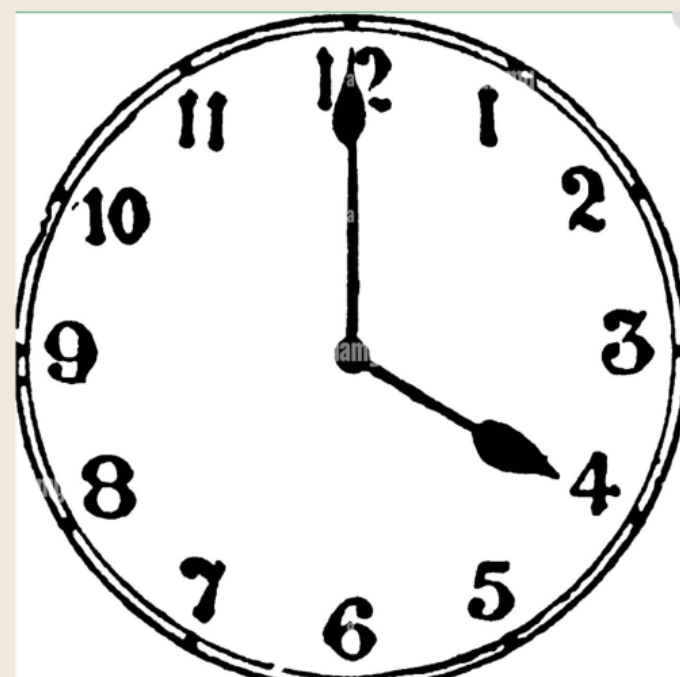
Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Julie Ozanne



Take the Four-Hour Impact Challenge

- List one completed study
- What can you do in 4 hours?
 - Who would care?
 - What format?
 - Leveraging your strengths?



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Setting the Foundation for Engaging in Research with Societal Impact

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Julie Ozanne

Impossibly hard yet sometimes easy?

Board of Directors

Welcome to the USA Toy Library Association
USATLA Directors "Child's Play" Newsletter
Conferences and Events Toy Library News
Toy Library Locations USATLA Resources

USA Toy Library Association

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Elaine Adler
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Amy Watson and skin cancer prevention



- Politico: <https://www.politico.com/states/new-york/newsletters/politiconew-york-health-care/2018/04/26/a-look-at-the-new-medicaid-director-058311>
- Moneyish: <https://moneyish.com/ish/millennials-still-like-tanning-outdoors-what-could-motivate-them-to-stop/>
- NY Post (replication of Moneyish): <https://nypost.com/2018/04/30/not-even-cancer-risk-stops-millennials-from-outdoor-tanning/>
- HealthDay: <https://consumer.healthday.com/cancer-information-5/skin-cancer-news-108/what-drives-millennials-to-tan-knowing-the-risks-733514.html>
- US News (HealthDay): <https://health.usnews.com/health-care/articles/2018-05-02/what-drives-millennials-to-tan-knowing-the-risks>
- Health.com(HealthDay): <http://www.health.com/healthday/what-drives-millennials-tan-knowing-risks>
- Lund Report: <https://www.thelundreport.org/content/millennials-arent-getting-message-about-sun-safety-and-dangers-tanning-study-finds>
- ScienceBlog: <https://scienceblog.com/500499/millennials-arent-getting-the-message-about-sun-safety-and-the-dangers-of-tanning/>
- Medical Xpress: <https://medicalxpress.com/news/2018-04-millennials-message-sun-safety-dangers.html>
- My Central Oregon.com (KTVZ story): <http://www.mycentraloregon.com/2018/04/25/study-millennialtan-because-of-low-self-esteem-and-narcissism/>
- HealthCentral.com: <https://www.healthcentral.com/article/tanning-dangers-young-adults-arent-heeding-the-warnings>
- Discover Magazine: <http://blogs.discovermagazine.com/d-brief/2018/04/26/millennials-sunscreen/#.WuigamduNcO>
- Health News report: <https://healthnewsreport.blogspot.com/2018/04/millennials-arent-getting-message-about.html>
- Lifestyle Scoop: <https://lifestylescoop.com/16197/millennials-failing-to-understand-dangers-of-tanning/>
- Disabled World: <https://www.disabled-world.com/health/cancer/melanoma/tanning.php>

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Julie Ozanne

Tactical Research for Impact

- Ask a very specific and relevant question?
How do graphic pictorial warnings work on cigarette packaging? (Kees, Burton, Andrews, and Kozup 2010)



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Tactical Research for Impact

- Be incendiary
Bone, Christensen, and Williams (2014) "Rejected, Shackled, and Alone"
❖ Mystery Shopper
Cited in Dodd-Frank Banking Reform Act and testimony before congress

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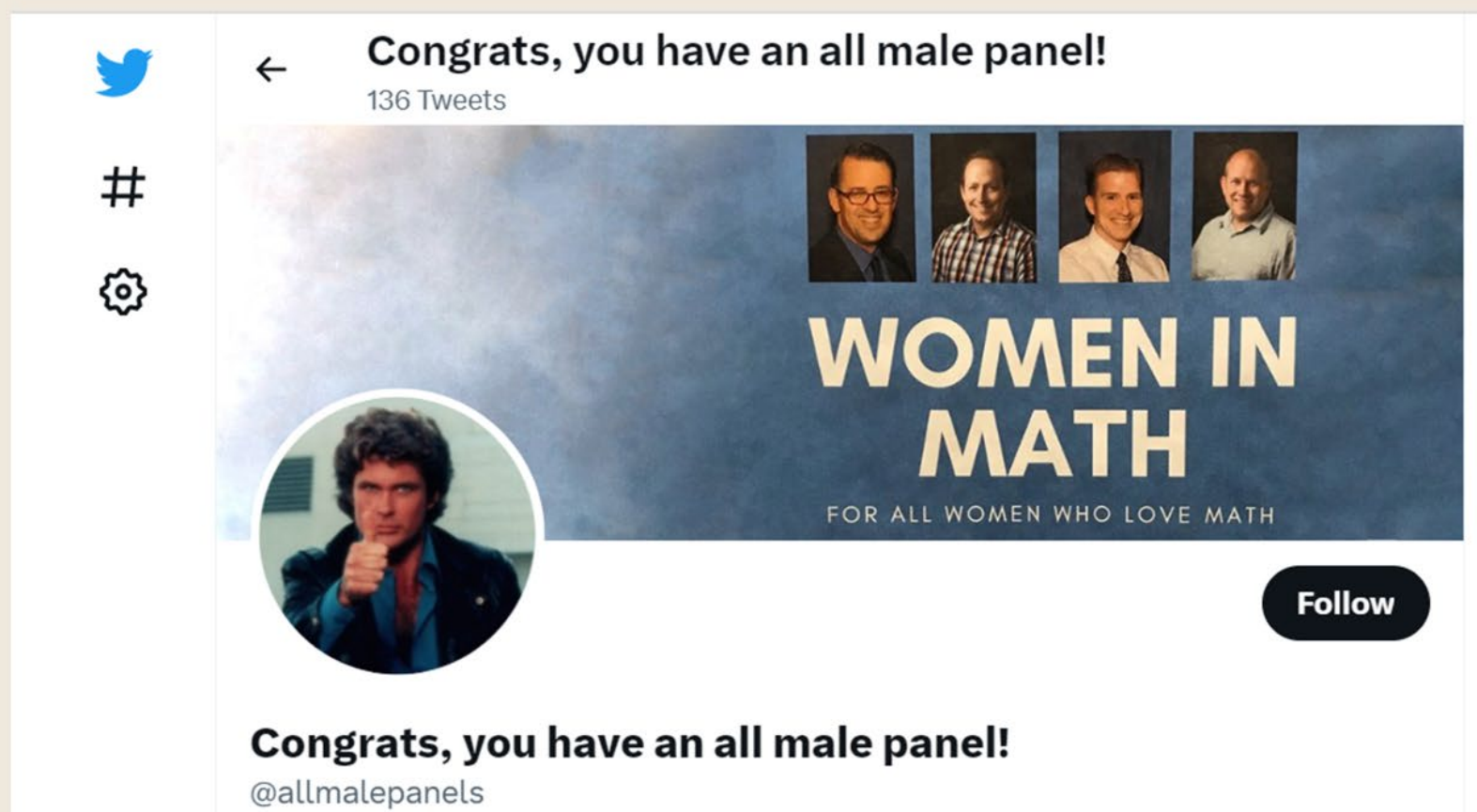
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Julie Ozanne

Sarma (2016) Gender Representation and “Manels”



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Julie Ozanne

Tactical Research for Impact

- Study a successful experiment (e.g., nonprofit)



Strategic Relational Engagement

- Collaborate with a partner organization



Thursday August 15 2-5:30

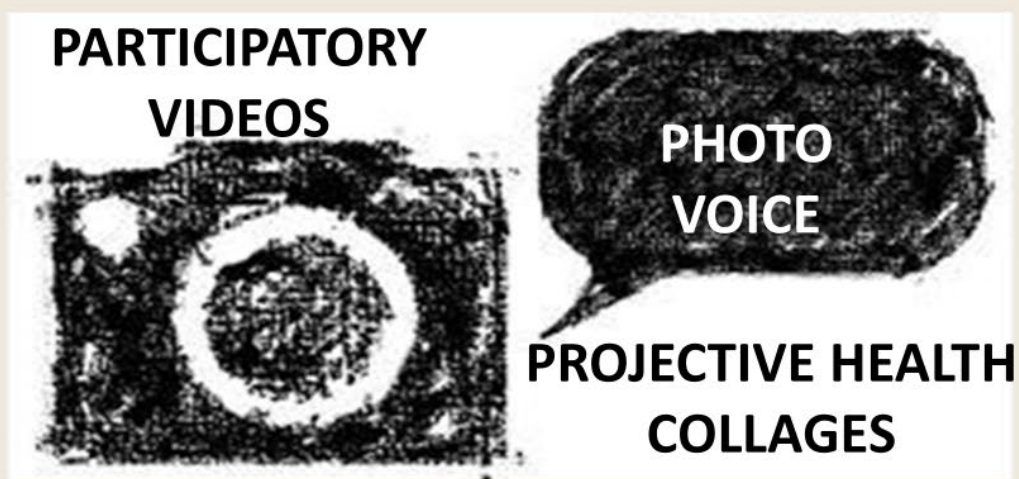
Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Julie Ozanne

Strategic Relational Engagement

- Build research capacity



“Research practices that take away information and knowledge, no matter how valuable in other respects, miss the opportunity to contribute to a process of thinking, reflecting and acting, and deny groups in the community the chance to fight inequities.”

Koning and Martin 1996



Thursday August 15 2-5:30


Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research



Brennan Davis

Special Issue Research Article

AM>
AMERICAN MARKETING ASSOCIATION

Journal of Public Policy & Marketing
2024, Vol. 43(3) 191-206
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Transitioning to New Paradigms for Societally Impactful Research: Recommendations from the TCR Impact Task Force and an Agenda

Julie L. Ozanne, Brennan Davis , Christopher P. Blocker , Benét DeBerry-Spence, and Rebecca Ballenger Gann


Abstract
Marketing scholars increasingly aim to research social and policy problems to create and implement solutions with relevant stakeholders that drive societal impact. In 2022, Transformative Consumer Research and the American Marketing Association sponsored the first TCR-AMA Impact Festival, celebrating societally impactful research in marketing. Results and reflections from the conference point to successes and significant challenges facing scholars who seek to do research with societal impact. A TCR Impact Task Force of leading marketing and consumer scholars was surveyed in a two-stage Delphi study to understand these opportunities and obstacles more deeply and prioritize next steps for the academic community. The results provide an agenda for transformative consumer and marketing research. This agenda provokes fresh thinking for paradigm-level changes by advocating new research validities, methods of stakeholder engagement, initiatives for developing researchers' capacities, and more substantial institutional support to accelerate the success of impactful academic research.

Keywords
research impact, societal well-being, transformative consumer research, TCR Impact Task Force, transformative marketing research

Online supplement: <https://doi.org/10.1177/07439156241246274>
Submitted January 25, 2024

Audience Segments

- TCR-Family Academics
- TCR-Agnostic Academics
- Institutional Decision-Makers



What relationships do I have that I could develop for relational engagement?

TCR-Family Academics

- Created a TASK FORCE

TCR-Agnostic Academics

- Studied papers critical of TCR

Industry Decision-Makers

- AACSB

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Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Brennan Davis

How would this social problem benefit from developing an enterprise?

Enterprise: TCR

Next Steps: TCR 2025 Track 1



DISCOVER | ATTEND | RESEARCH | TEACH | IMPACT | FUND | CONNECT

2025 CONFERENCE



2025
TCR Conference
American University
Washington, DC
June 12-15, 2025

Conference Co-Chairs:
Ron Hill, American University, USA
Kelli Frias, American University, USA
Zeke Ngcobo, American University, USA



What can I build into a study that could then be used to drive impact?

- Track implementation changes over time in partnership with AACSB
- Track papers that cite our paper and implement relational engagement and impact strategies
- Track the downstream measurable impact from those studies



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Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Brennan Davis

How can I develop my study using a design thinking approach (think about each step)?

Design thinking: Prioritize consumer needs to drive relevant, innovative research outcomes

- **Empathize:** Understand consumer experiences and challenges
- **Define:** Clearly identify consumer-focused problems
- **Ideate:** Generate creative solutions and approaches
- **Test:** Apply and refine solutions in real-world settings
- **Implement:** Expand successful interventions for broader impact



How can I develop my study using a design thinking approach (think about each step)?

Design thinking: Prioritize consumer needs to drive relevant, innovative research outcomes

- **Empathize:** Understand consumer experiences and challenges
 - What challenges do researchers have with relational engagement? Admin?
- **Define:** Clearly identify consumer-focused problems
 - Ask academics who cite our paper to identify barriers to impact
- **Ideate:** Generate creative solutions and approaches
 - Facilitate workshops with academics to brainstorm intervention strategies
- **Test:** Apply and refine solutions in real-world settings
 - Try to assess a few papers using a single assessment instrument
- **Implement:** Expand successful interventions for broader impact
 - Discover quick wins, positive deviance; identify ways to multiply our discoveries



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Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Brennan Davis

What classes do I teach that could be leveraged for impact (e.g., marketing, social marketing, creativity, entrepreneurship...)?

- Integrate advanced measures in my marketing analytics courses

What personal skills do I have that could be leveraged (e.g., project management, leadership, fundraising...)?

- This can be the most difficult to see in oneself
- Julie reflects to me what I am good at:
 - Project management
 - Data analytics
 - Envisioning the future – knowing what needs to happen next
- It can be helpful to know what we need from others

What interests, hobbies, & experiences do I have that could inspire & build endurance for my impact work?



Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Melissa Bublitz Research to Co-create Knowledge With Key Stakeholders

TCR: Research to Co-create Knowledge With Key Stakeholders

Melissa G. Bublitz

Liz Kramer Professor of Social Innovation & Entrepreneurship

UW-Madison | School of Human Ecology

Consumer Science | Civil Society & Community Studies



WHY?

Boots on the ground

1. Direct connection to people and communities impacted
2. Rich data
3. Ability to put ideas into action



Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Melissa Bublitz Research to Co-create Knowledge With Key Stakeholders

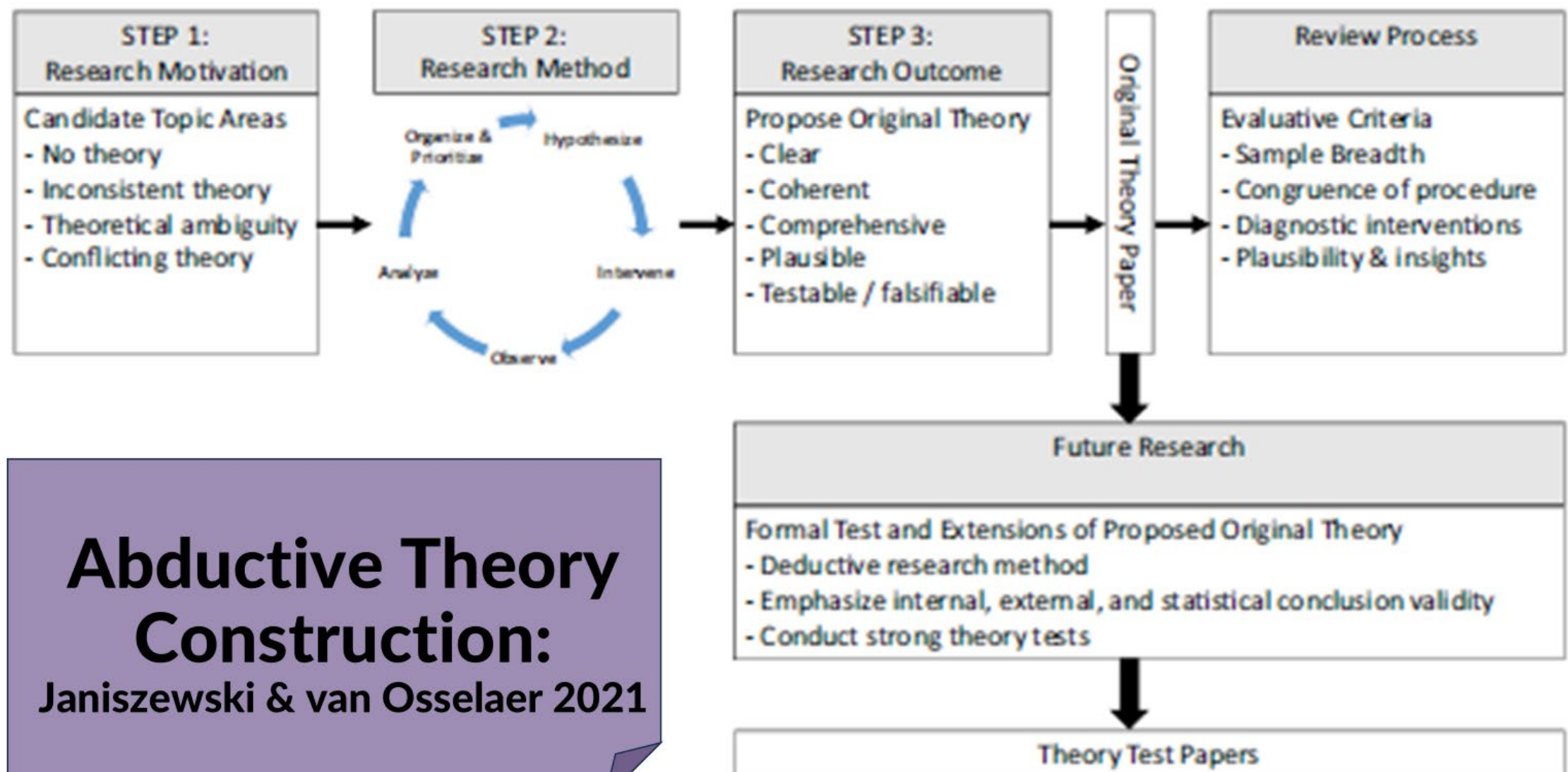
HOW: Qualitative Toolbox

Methodology:

In-depth Interviews
Case Study Methods
Focus Groups
Photo Elicitation
Observation
Netnography
Autoethnography
Phenomenological

Process/Theories:

Relational Engagement
Community Engaged Research
Participatory Action Research
Grounded Theory
Abductive Methods
Narrative Analysis
Reflexive Thematic Analysis
Purposive Sampling



Abductive Theory Construction:
Janiszewski & van Osselaer 2021

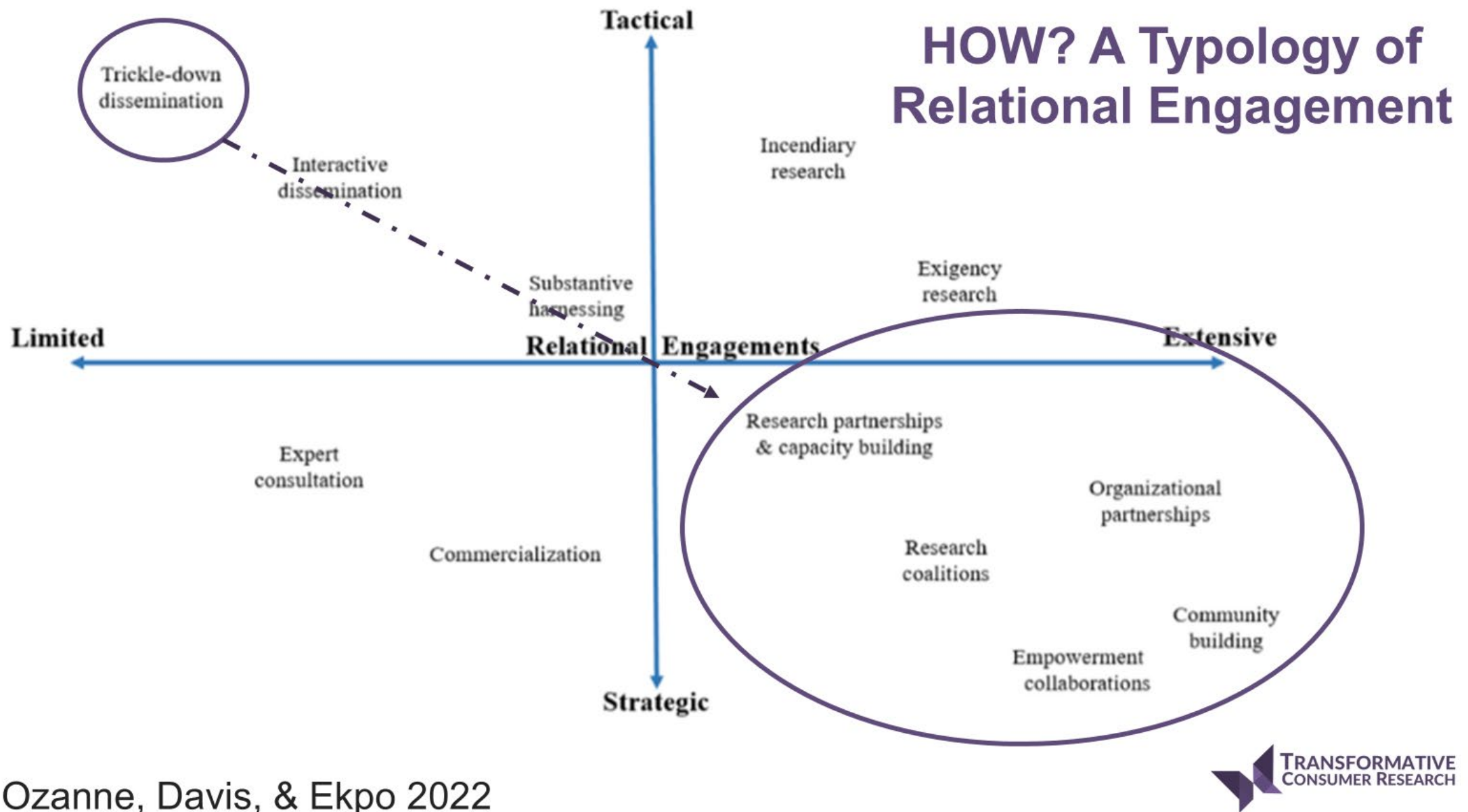


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Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Melissa Bublitz Research to Co-create Knowledge With Key Stakeholders



HOW? Stronger Together: Developing Research Partnerships WITH SIOs



TCR 2021:

Bublitz, Peracchio, Davis, Escalas, Hansen, Miller, Vallen & White 2022



Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Melissa Bublitz Research to Co-create Knowledge With Key Stakeholders

Critiques & Criticism:

Objectivity, Bias
Generalizability of Local
Advocacy, Taking a Stand
Conflicts of Interest
Identifiable vs. Anonymous
Questions of Rigor
Time Consuming
Risky (Leadership Changes)



Cited Papers

- Janiszewski, C., & Van Osselaer, S. M. (2022). Abductive theory construction. *Journal of Consumer Psychology*, 32(1), 175-193.
- Ozanne, J. L., Davis, B., & Ekpo, A. E. (2022). Research pathways for societal impact: a typology of relational engagements for consumer psychology research. *Journal of Consumer Psychology*, 32(1), 127-144.
- Bublitz, M. G., Peracchio, L. A., Davis, B., Escalas, J. E., Hansen, J., Miller, E. G., Vallen, B., & White, T. B. (2022). Stronger together: Developing research partnerships with social impact organizations. *Journal of Consumer Affairs*, 56(3), 1028-1045.

Sample TCR Papers Using These Methods:

- Bublitz, M. G., Peracchio, L. A., Dadzie, C. A., Escalas, J. E., Hansen, J., Hutton, M., ... & Tangari, A. H. (2019). Food access for all: Empowering innovative local infrastructure. *Journal of Business Research*, 100, 354-365.
- Bublitz, M. G., Chaplin, L. N., Peracchio, L. A., Cermin, A. D., Dida, M., Escalas, J. E., ... & Miller, E. G. (2021). Rise up: Understanding youth social entrepreneurs and their ecosystems. *Journal of Public Policy & Marketing*, 40(2), 206-225.
- Nardini, G., Bublitz, M. G., Butler, C., Croom-Raley, S., Edson Escalas, J., Hansen, J., & Peracchio, L. A. (2022). Scaling social impact: Marketing to grow nonprofit solutions. *Journal of Public Policy & Marketing*, 41(3), 254-276.

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

Identifying Pressing Social and Global Challenges

Martin Mende

Professor of Marketing

J. Willard and Alice S. Marriott Foundation Professor in Services Leadership

Chair, TCR Advisory Committee to the ACR Board

W. P. Carey School of Business, Arizona State University



SDGs as Foundation



- The United Nations 2030 Agenda for Sustainable Development is the foundation for the UN SDGs, which strives for a “universal, integrated, transformative and human rights-based vision for sustainable development, peace and security” for all people; the 2030 Agenda was adopted by all UN member states in 2015.

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

Linking Marketing and the SDGs

- Research question: how has *JCR* shed light on the SDGs? → analyze 50 years of consumer research through the lens of the SDG
- Provide content analysis of articles in *JCR* and how it relates to SDGs over time; we also analyze the *Journal of Consumer Psychology* and *Journal of Public Policy & Marketing* with regard to the SDGs.
- The analyses shed light on what research in *JCR* (*JCP*, *JPP&M*) understands (and does not understand) about consumer behavior and points the way to future SDG-oriented research.



Mende, Borah, Scott, Bolton & Lee (2024). People, Peace, Prosperity, and the Planet: A Journey toward Sustainable Development in Consumer Research. *JCR*, 51(1), 91-103.

Linking Marketing and the SDGs

United Nations' Sustainable Development Goals (SDGs) and the Themes, and Percentage and Number of *JCR*, *JCP*, and *JPP&M* Articles Relating to the Corresponding Goal (from Journal Inception Until 2021)

Goal #	Goal Name	Theme	JCR	JCP	JPP&M
1	End poverty in all its forms everywhere	People	56 (2.35%)	29 (2.37%)	49 (4.91%)
2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	People	96 (4.03%)	39 (3.19%)	99 (9.92%)
3	Ensure healthy lives and promote well-being for all at all ages	People	91 (3.82%)	50 (4.08%)	193 (19.34%)
4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	Peace	40 (1.68%)	11 (0.9%)	82 (8.22%)
5	Achieve gender equality and empower all women and girls	Peace	56 (2.35%)	33 (2.7%)	24 (2.4%)
6	Ensure availability and sustainable management of water and sanitation for all	Planet	3 (0.13%)	3 (0.25%)	4 (0.4%)
7	Ensure access to affordable, reliable, sustainable, and modern energy for all	Planet	11 (0.46%)	0 (0.00%)	12 (1.2%)
8	Promote sustained, inclusive, and sustainable economic growth	Prosperity	1 (0.04%)	0 (0.00%)	20 (2.0%)
9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	Prosperity	11 (0.46%)	7 (0.57%)	16 (1.6%)
10	Reduce inequality within and among countries	Peace	60 (2.52%)	21 (1.72%)	132 (13.23%)
11	Make cities and human settlements inclusive, safe, resilient, and sustainable	Prosperity	3 (0.13%)	1 (0.08%)	3 (0.3%)
12	Ensure sustainable consumption and production patterns	Prosperity	27 (1.13%)	16 (1.31%)	57 (5.71%)
13	Take urgent action to combat climate change and its impacts	Planet	0 (0.0%)	0 (0.00%)	5 (0.5%)
14	Conserve and sustainably use the oceans, seas, and marine resources	Planet	0 (0.0%)	0 (0.00%)	8 (0.8%)
15	Protect, restore, and promote sustainable use of terrestrial ecosystems	Planet	0 (0.0%)	1 (0.08%)	3 (0.3%)
16	Promote peaceful and inclusive societies for sustainable development	Peace	7 (0.29%)	8 (0.65%)	17 (1.7%)



Mende, Borah, Scott, Bolton, and Lee (forthcoming). People, Peace, Prosperity, and the Planet: a Journey toward Sustainable Development in Consumer Research, *JCR*.

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

The framework of SDGs comprises three layers including:

- 1) 17 global goals, which represent the vision for the ideal sustainable world;
- 2) 169 global targets, which set numerical targets and deadlines to reach the goals; and
- 3) 232 global indicators, which review the progress of SDGs actions against global targets.



<https://sdgs.un.org/ Goals>

<https://blog.bham.ac.uk/cityredi/implementing-sustainable-development-goals-sdgs-the-lessons-for-cities-from-international-examples/>



Linking SDGs and Consumer Research

		Moderate Linkage between Consumer Behavior and the Focal SDG	Substantial Linkage between Consumer Behavior and the Focal SDG
UN Indicates Major Challenges Remain		SDG10: Reduced Inequalities SDG16: Peace and Justice SDG13: Climate Action Change SDG15: Life on Land	SDG2: Hunger SDG12: Responsible Consumption
		SDG13: Climate Action Change	SDG12: Responsible Consumption
		SDG6: Clean Water and Sanitation SDG13: Climate Action Change SDG14: Life Below Water SDG15: Life on Land	SDG12: Responsible Consumption
UN Indicates Significant Challenges Remain		SDG7: Affordable, Clean Energy SDG8: Decent Work, Economic Growth SDG14: Life Below Water	SDG1: Poverty SDG3: Health and Well Being SDG5: Gender Equality
		SDG6: Clean Water and Sanitation SDG8: Decent Work, Economic Growth SDG14: Life Below Water SDG15: Life on Land SDG16: Peace and Justice	SDG2: Hunger SDG3: Health and Well Being SDG4: Quality Education SDG5: Gender Equality
		SDG7: Affordable, Clean Energy SDG8: Decent Work, Economic Growth SDG16: Peace and Justice	SDG2: Hunger
UN Indicates Some Challenges Remain		SDG6: Clean Water and Sanitation SDG9: Innovation and Infrastructure SDG11: Sustainable Cities / Communities	SDG4: Quality Education
		SDG7: Affordable, Clean Energy SDG9: Innovation and Infrastructure SDG10: Reduced Inequalities SDG11: Sustainable Cities / Communities	
		SDG11: Sustainable Cities / Communities	SDG3: Health and Well Being SDG5: Gender Equality
UN Indicates SDG Is On Track/Achieved			
			SDG1: Poverty
		SDG9: Innovation and Infrastructure	SDG4: Quality Education



Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

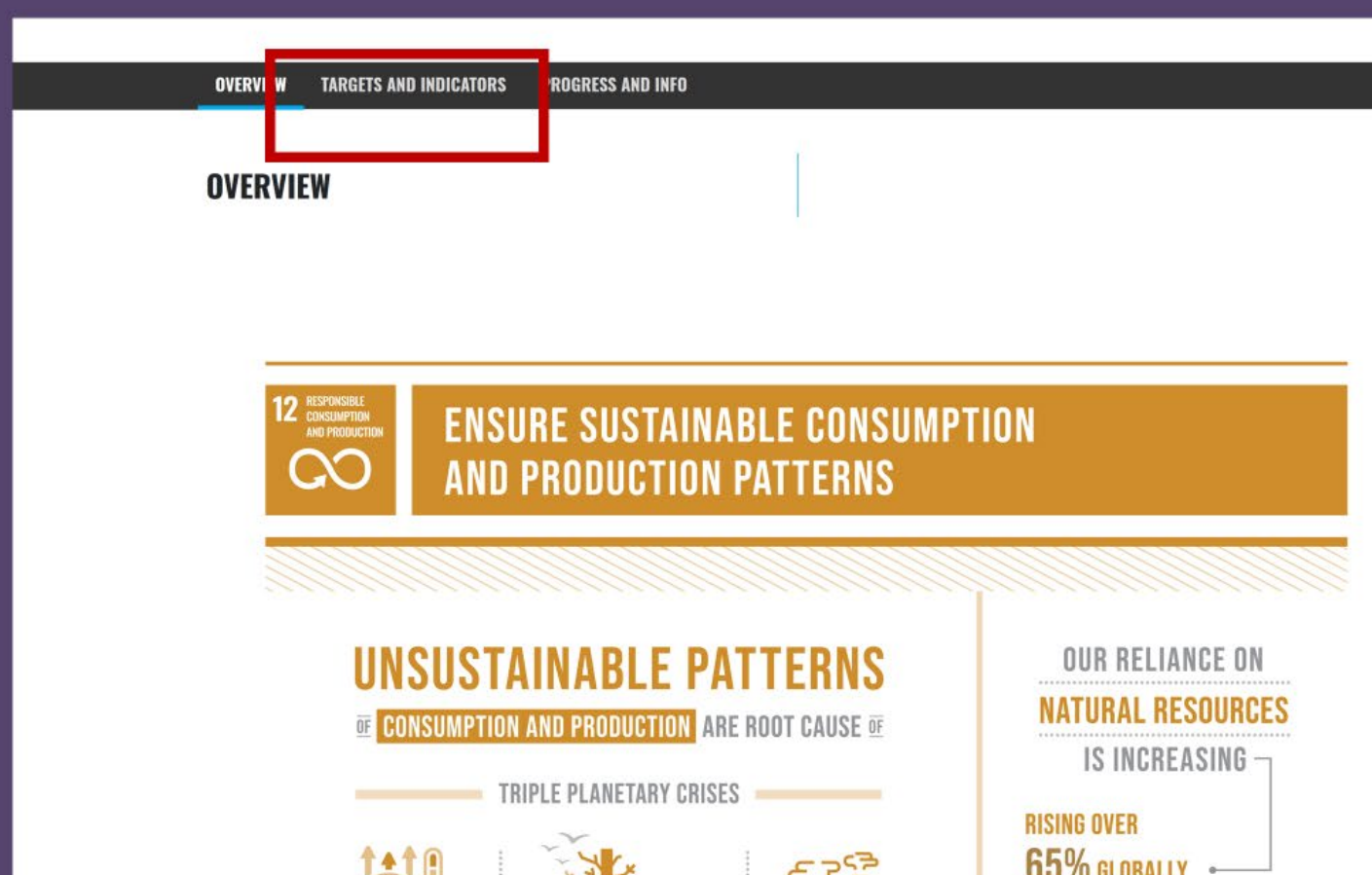
Martin Mende

Linking SDGs Targets and Consumer Research

Figure 2: Illustration of Prioritized Consumer Research Topics by SDGs

SDG 1: No Poverty <ul style="list-style-type: none">Consumer Vulnerability (1.3, 1.5)Financial Services (1.4)	SDG 2: Zero Hunger <ul style="list-style-type: none">Food insecurity (2.1)Sustainable food preference and consumption (2.4)	SDG 3: Good Health and Well-being <ul style="list-style-type: none">Healthy lifestyle (3.4, 3.8)Health risks and remedies (3.3, 3.5, 3.6, 3.7, 3.9)	SDG 4: Quality Education <ul style="list-style-type: none">Literacy and numeracy (4.6)Sustainability literacy (4.7)
SDG 5: Gender Equality <ul style="list-style-type: none">Gender discrimination in the marketplace (5.1)Household work (5.4)	SDG 6: Clean Water and Sanitation <ul style="list-style-type: none">Water use and water scarcity (6.4)	SDG 7: Affordable and Clean Energy <ul style="list-style-type: none">Clean renewable energy use (7.1, 7.2)Energy efficiency in the marketplace (7.3)	SDG 8: Decent Work and Economic Growth <ul style="list-style-type: none">Sustainable industries (e.g., tourism) (8.3, 8.4, 8.9)Fair labor (8.5, 8.7, 8.8)Financial services (8.10)
SDG 9: Industry, Innovation, and Infrastructure <ul style="list-style-type: none">Sustainable transport (9.1)Sustainable innovation (9.4)	SDG 10: Reduced Inequalities <ul style="list-style-type: none">Serving the bottom of the pyramid (10.1)Serving migrant communities (10.7)	SDG 11: Sustainable Cities and Communities <ul style="list-style-type: none">Sustainable housing (11.1)Sustainable transport (11.2)Disaster protection (11.5)Waste (11.6)Green space (11.7)	SDG 12: Responsible Consumption and Production <ul style="list-style-type: none">Waste generation (12.1, 12.2, 12.4, 12.5)Food waste (12.3)Sustainable brands/companies (12.6, 12.7)Sustainability literacy (12.8)
SDG 13: Climate Action <ul style="list-style-type: none">Climate literacy (13.3)Climate change support (13.2)	SDG 14: Life Below Water <ul style="list-style-type: none">Plastic waste (14.1)Marine life protection (14.5, 14.6)	SDG 15: Life on Land <ul style="list-style-type: none">Natural resource use and scarcity (15.1, 15.2)Resource conservation and protection (15.7, 15.8, 15.c)	SDG 16: Peace, Justice, and Strong Institutions <ul style="list-style-type: none">Gun and other laws (16.1, 16.4)Corruption (16.5)

Linking SDGs Targets and Consumer Research



Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

Linking SDGs Targets and Consumer Research: SDG 12

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Responsible consumption and production

Challenges

Every year about **ONE THIRD OF ALL FOOD PRODUCED** - equivalent to 1.3 billion tonnes - **IS WASTED** while 1 billion people remain undernourished and another 1 billion go to bed hungry

HOUSEHOLDS CONSUME 29% OF GLOBAL ENERGY contributing to 21% of CO₂ emissions

The world's **FRESH WATER SUPPLY** such as rivers and lakes **ARE POLLUTED** at much faster rate than nature can recycle and purify

Solutions

REDUCE THE FOOD WASTED by producers, retailers and consumers

SWITCH TO ENERGY EFFICIENT LIGHTING to save \$120 billion every year and prevent 16 billion tons of carbon emissions over the next 25 years

REDUCE THE RELEASE OF CHEMICALS AND WASTE into the air, water and soil

https://wedocs.unep.org/bitstream/handle/20.500.11822/22747/12_Responsible%20consumption%20and%20production_FINAL.pdf?sequence=1&isAllowed=y

TRANSFORMATIVE
CONSUMER RESEARCH

Linking SDGs Targets and Consumer Research: SDG 12



Target

12.2

By 2030, achieve the sustainable management and efficient use of natural resources

Indicators

12.2.1

Material footprint, material footprint per capita, and material footprint per GDP

12.2.2

Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP



Target

12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Indicators

12.3.1

(a) Food loss index and (b) food waste index

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Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

The U.N. Sustainable Development Goals (SDGs): SGD 12: Illustrative Focus on Sustainable Management and Use of Natural Resources

SDG INDICATOR 12.2.1
Material footprint

Definition of the SDG indicator: Indicator 12.2.1 is “material footprint, material footprint per capita, and material footprint per GDP” in the [UN SDG framework](#).

Material Footprint (MF) is the attribution of global material extraction to domestic final demand of a country. The total material footprint is the sum of the weight of the used biomass, fossil fuels, metal ores and non-metal ores.

It is measured on the basis of *consumption*, which means that it is a country's domestic material footprint adjusted for trade.

Data on this indicator for material footprint per capita and per unit of GDP is shown in the interactive visualizations. This is currently only available as global estimates.

Target: “By 2030, achieve the sustainable management and efficient use of natural resources.”

CHART 1 OF 2
Material footprint per capita

Material footprint per capita, 2000 to 2019
Material footprint is the quantity of material needed to meet a country's material demand. It is material production, adjusted for trade. The total material footprint is the sum of the material footprint for biomass, fossil fuels, metal ores, and non-metal ores, given in tonnes per year.

Year	Material footprint per capita (t)
2000	9.5
2005	10.2
2010	11.0
2015	11.5
2019	11.5

Data source: UN Statistics Division - [Learn more about this data](#)
OurWorldInData.org/biodiversity | CC BY

<https://ourworldindata.org/sdgs/responsible-consumption-production>

TRANSFORMATIVE CONSUMER RESEARCH

The U.N. Sustainable Development Goals (SDGs): SGD 12: Illustrative Focus on Food Waste

SDG INDICATOR 12.3.1
Global food loss

Definition of the SDG indicator: Indicator 12.3.1 is the “(a) global food loss index and (b) food waste index” in the [UN SDG framework](#).

The ‘Food Loss Index’ measures how losses in the food supply chain have changed relative to 2015.

Food ‘losses’ are defined as the loss or wastage of food from the farm up to the retail level. Pre-harvest losses, and retail and consumer waste are not included.

Data for this metric is shown in the interactive visualization.

Target: By 2030 “halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.”

Food loss index, 2021
The food loss index measures the percentage of food lost from the farm level up until retail. It is compared to percentage losses in 2015. Values greater than 100 show increased waste since 2015; lower values indicate a decrease.

Region	Food loss index (2021)
Northern Africa (UN)	102.5
Latin America and the Caribbean (UN)	101
Europe and Northern America (UN)	100.9
Northern America (UN)	100.7
Small Island Developing States (SIDS)	100
Eastern and South-Eastern Asia (UN)	100
Least Developed Countries (LDCs)	99.9
Sub-Saharan Africa (UN)	98.9
World	98.3
Central and Southern Asia (UN)	88.7

Data source: Food and Agriculture Organization of the United Nations - [Learn more about this data](#)
OurWorldInData.org/environmental-impacts-of-food | CC BY

<https://ourworldindata.org/sdgs/responsible-consumption-production>

TRANSFORMATIVE CONSUMER RESEARCH

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 2: Identifying Pressing Social and Global Challenges and Scoping Impact

Martin Mende

Let's Take Action

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Q1: Can We (Better) Operationalize These Indicators/Targets and Derive Questions for Consumer Research?

Q2: Thinking Beyond "Papers": How Can Marketing Scholars Have a Bigger Impact on SDGs (for now: SDG 12)? Research -- Teaching -- Service?

Q3: Where Do We Go From Here (i.e., what would you like to see 'next' in terms of initiatives, conferences, events, etc.)?

 TRANSFORMATIVE
CONSUMER RESEARCH

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Paula Peter

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 3: Business Tools for Accelerating Social Impact Research

Gabriel Gonzalez

Friday August 16, 8:30-12:30

Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Overview Julie Ozanne and Brennan Davis

Advancing an Agenda to Support Research with Societal Impact:

Debating the Results from the TCR Impact Task Force

Julie L. Ozanne (University of Melbourne) and Brennan Davis (Cal Poly, San Luis Obispo)

PANELIST

- **Martina Hutton**, Co-Director CRIS: Centre for Research into Sustainability, Royal Holloway, University of London
- **Melissa Bublitz**, Liz Kramer Professor of Social Innovation and Entrepreneurship, University of Wisconsin-Madison
- **Linda Tuncay-Zayer**, Professor of Marketing and John F. Smith Chair in Business Administration, Loyola University Chicago



Session Structure for Participation

Overview of the TCR Impact Task Force and findings

❖ Group discussion

Three Commentaries by Researchers Doing Impact

❖ Group discussion

We need **YOUR** input for future actions to support impact

- ❖ TCR website on impact
- ❖ Workshops and seminars
- ❖ Resources



Friday August 16, 8:30-12:30

Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

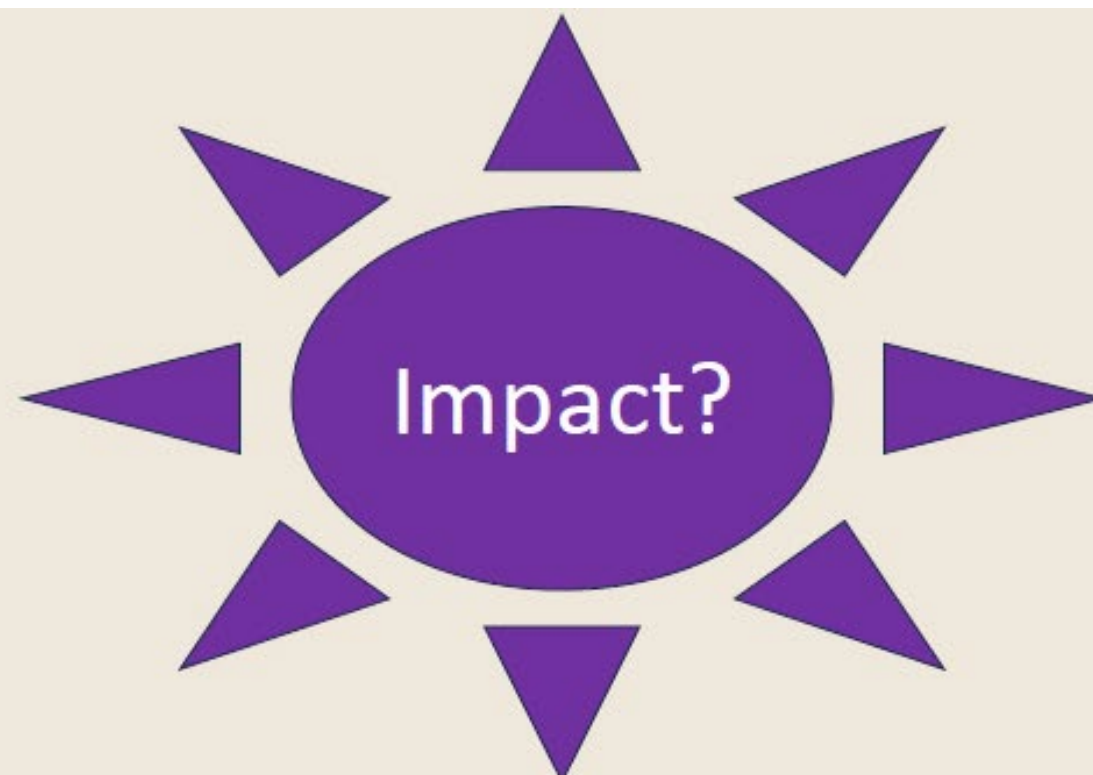
Transformative Consumer Research

- Clever branding (Mick 2005)
- United diverse researchers around social problems
- Goal of **social change** by increasing consumer well-being
- Dialogical conference that builds ongoing research teams

Two decades later where are we?



TRANSFORMATIVE
CONSUMER RESEARCH



TRANSFORMATIVE
CONSUMER RESEARCH

Friday August 16, 8:30-12:30

Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

OVERVIEW: TCR IMPACT TASK FORCE

Approach

- Surveyed experts
- 2-stage Delphi method
- 54 experts surveyed from judgment sample of 124
- Thematic analysis

Output

- Special Issue *JPPM* 2024
- Commentaries
 - John Lynch
 - Punam Keller
 - Pierre Chandon
 - Chris Moorman



Defining Success: Scope of Impact

- New dominant goal
- Important global problems
- Continuous process



- “Impact would be the starting point (impact problem led), not the end goal nor an add on once an academic piece of research has concluded.”
- We would study “the most existentially threatening problems confronting humanity” from around the world
- “...no more research dump and run!”

Friday August 16, 8:30-12:30

Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Measuring Success: Access Impact

- New logic
- Robust and diverse toolkit
- Broader time horizon and collaborators
- “We cannot measure societal impact one paper at a time. We need to build research agendas around important topics from which applied work can be implemented to measure benefits using the right criteria.”
- Diverse metrics: qualitative and quantitative measures; standardized and localized
- Continuous monitoring and evaluation



Accelerating Success: Engaging Stakeholders

- Relationships and networks with stakeholders
- Community-centered collaborations
- Accelerate all forms of stakeholder engagement
- “...early and consistently throughout the research process.”
- “Stakeholders aren’t always keen or supportive! It’s messy!”



Friday August 16, 8:30-12:30

Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Mechanizing Success: Building Capacity

- Social network skills
- Emotional intelligence
- Field research skills
- We lack training in these skills
- “A mindset that focuses on a problem and then studies that problem to provide theoretical and substantive insights is different from a mindset that attempts to extend or elaborate a theory.”



Securing Success: Acquiring Institutional Support

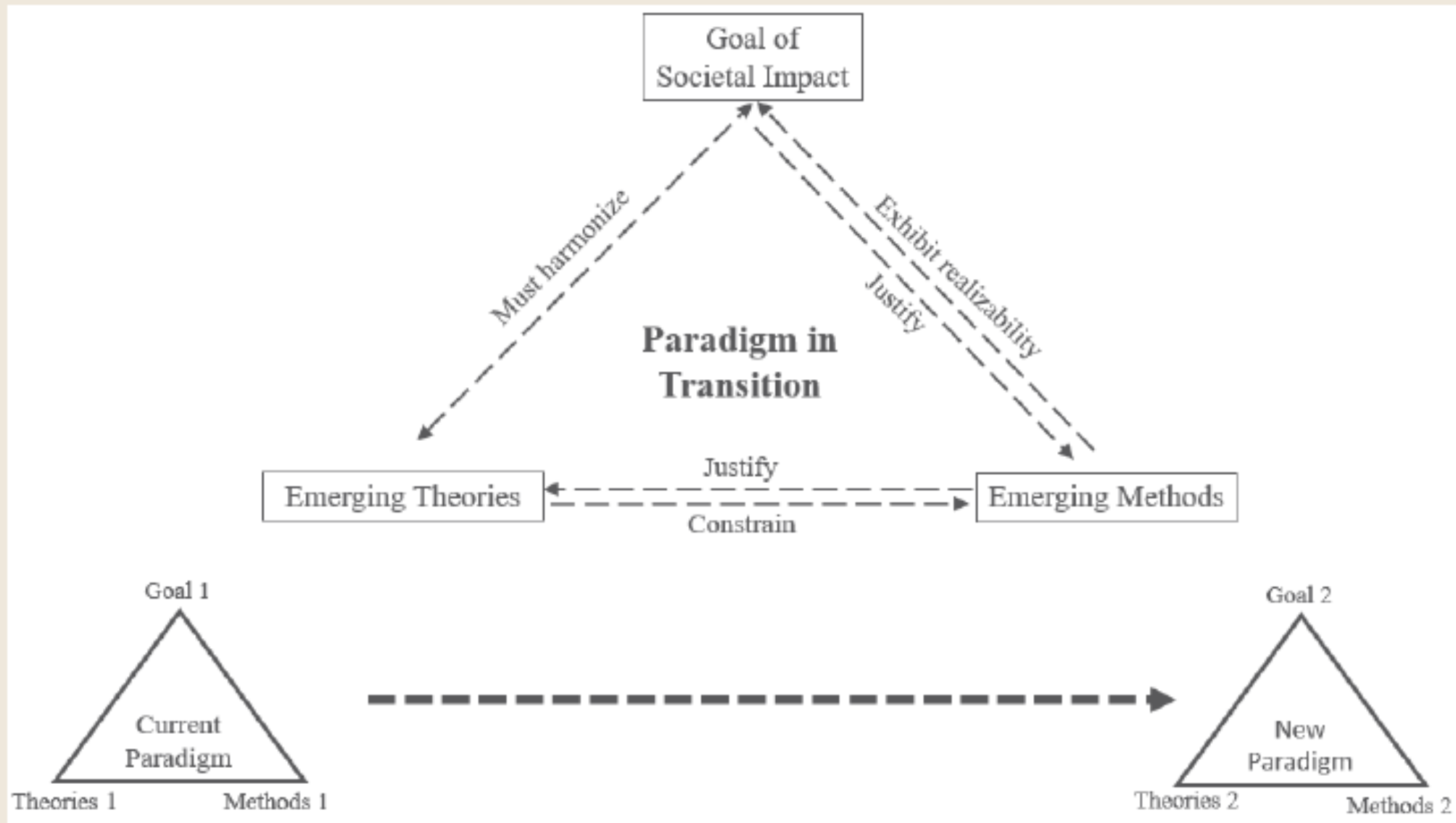
- Recognition and reward systems
- Doctoral mentorship and collaboration
- Institutional accreditation standards
- “educating deans, department chairs, and even upper admin about [the] potential or demonstrated impact of research with longer timelines.”
- “the job market is not rewarding brave and bold students that tackle important problems”
- AACSB as a partner but more actionable guidance is needed



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TRANSFORMATIVE
CONSUMER RESEARCH

Commentaries by Scholars Having Impact

- **Martina Hutton**, Co-Director CRIS: Centre for Research into Sustainability, Royal Holloway, University of London
- **Melissa Bublitz**, Liz Kramer Professor of Social Innovation and Entrepreneurship, University of Wisconsin-Madison
- **Linda Tuncay-Zayer**, Professor of Marketing and John F. Smith Chair in Business Administration, Loyola University Chicago

TRANSFORMATIVE
CONSUMER RESEARCH

Thursday August 15 2-5:30

Setting the Foundation for Engaging in Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Nita Umashankar

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Designing Research with Societal Impact

Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Linda Tuncay Zayer

Opportunities and Dilemmas around Measuring Social Impact: A Case on Inclusive Advertising

Linda Tuncay Zayer
Professor of Marketing and Smith Chair in Business Administration
Loyola University Chicago
TCR Impact Festival 2024, Boston, MA



Orienting Lens: Transformative Advertising Research

TAR is research focused on well-being outcomes for individuals, institutions and society within the field of advertising. It seeks to illuminate problems and offer solutions within the advertising and media ecosystem

Transformative Advertising Research: Reimagining the Future of Advertising, *Journal of Advertising*, 2022
Driving Impact through Inclusive Advertising, *Journal of Advertising*, 2023
with Catherine Coleman and Lauren Gurrieri



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Linda Tuncay Zayer

A Case Illustration of Inclusive Advertising



Advertising is a particularly powerful way to change social norms

--Sima Bahous, Executive Director of UN Women and UN Under-Secretary-General



Impact for Us

Engaging Stakeholders

Democratic validity (Ozanne et al. 2024) assesses extent of stakeholder involvement; increasing democratic validity informs effective solutions (Anderson and Heer 1999)

Driving Action and Scale

Outcome validity (Ozanne et al. 2024) considers successful resolution of social problem; demonstration of research's ability to generate practical knowledge people can use (Reason and Bradbury (2001)

Small Wins

Process validity (Ozanne et al. 2024) evaluates benefits and learning during research collaboration (Reason and Bradbury 2021)

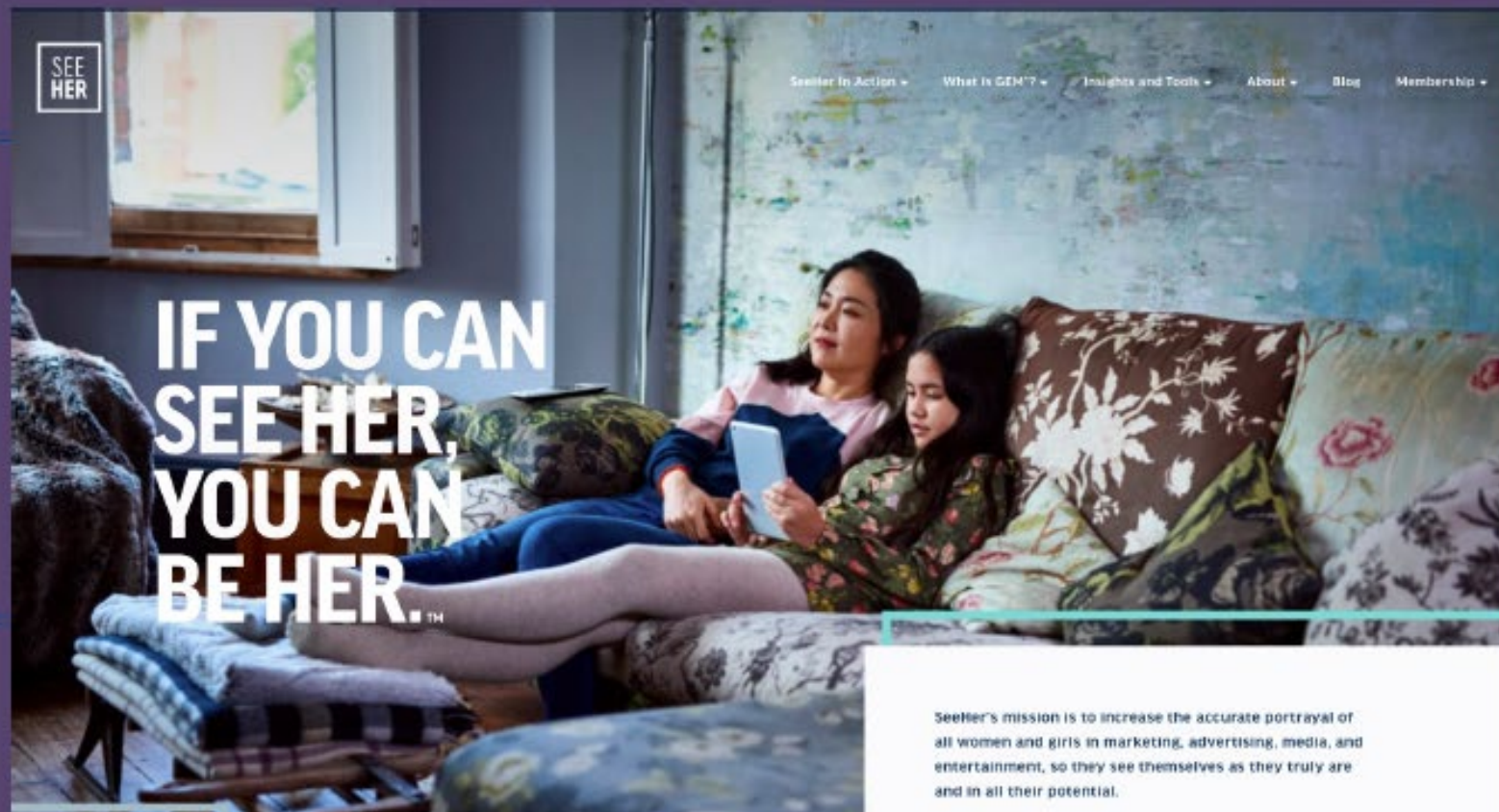


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Linda Tuncay Zayer



#SEEHER COLLABORATION

Research Collaborator: Catherine Coleman, TCU



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DIFFERENT FORMS OF IMPACT

JOURNAL OF ADVERTISING
<https://doi.org/10.1080/00913367.2023.2255233>

Routledge
Taylor & Francis Group

Driving Impact through Inclusive Advertising: An Examination of Award-Winning Gender-Inclusive Advertising

Linda Tuncay Zayer^a, Catherine A. Coleman^b, and Lauren Gurrieri^c

^aLoyola University Chicago, Chicago, Illinois, USA; ^bTexas Christian University, Fort Worth, Texas, USA; ^cRMIT University, Melbourne, Victoria, Australia

ABSTRACT
Utilizing a qualitative thematic analysis of submission materials for 18 award-winning, gender-inclusive campaigns at the Cannes International Festival of Creativity, this research reenvisioned inclusive advertising with a strengthened focus on impact. While existing literature has largely focused on identity categories and inclusive representation, we identify four mechanisms for impact (perceptual, conceptual, instrumental, and political) and scalability (across micro, meso, and macro levels) as salient themes in the award-winning and short-listed campaigns that are recognized by the industry as gender inclusive. Theoretical and managerial contributions include (1) identification of how social impact is conceptualized in award-winning inclusive advertising and how impact functions through awards, (2) development in the definition of inclusive advertising to include social impacts as an outcome, and (3) a reimagining and expansion of the concept of inclusive advertising through a proposed Inclusive Advertising Spectrum, which encompasses representation, storytelling, and social impacts.



TENSIONS AROUND MEASURING IMPACT

Unstereotype Alliance
4,654 followers
2w · 🌐

What difference do we make?!

Well, quite a big difference actually. Analysis of 22,000 ads across 72 countries, showed that markets with Unstereotype Alliance presence have more positive representations of gender.

Want to find out how to join the Alliance and contribute to more progressive portrayals?

Head to our website for more info - <https://lnkd.in/gRcK3HA>

GENDER UNSTEREOTYPE METRIC 2023 SHOWS:
ADS IN MARKETS WITH UNSTEREOTYPE ALLIANCE PRESENCE HAVE MORE POSITIVE REPRESENTATIONS OF GENDER.

UNSTEREOTYPE ALLIANCE

SEEHER IN MEDIA

- 73% of men and women say women's equality is an important personal issue.
- 81% of consumers feel that "media is crucial in shaping gender roles."
- 52% of consumers say media has a lot of responsibility to improve equality.
- 72% believe that brands can drive social change.

Sources: Perceptions of Progress, The State of Women's Equality in the US, SeeHer & deotzu, 2021

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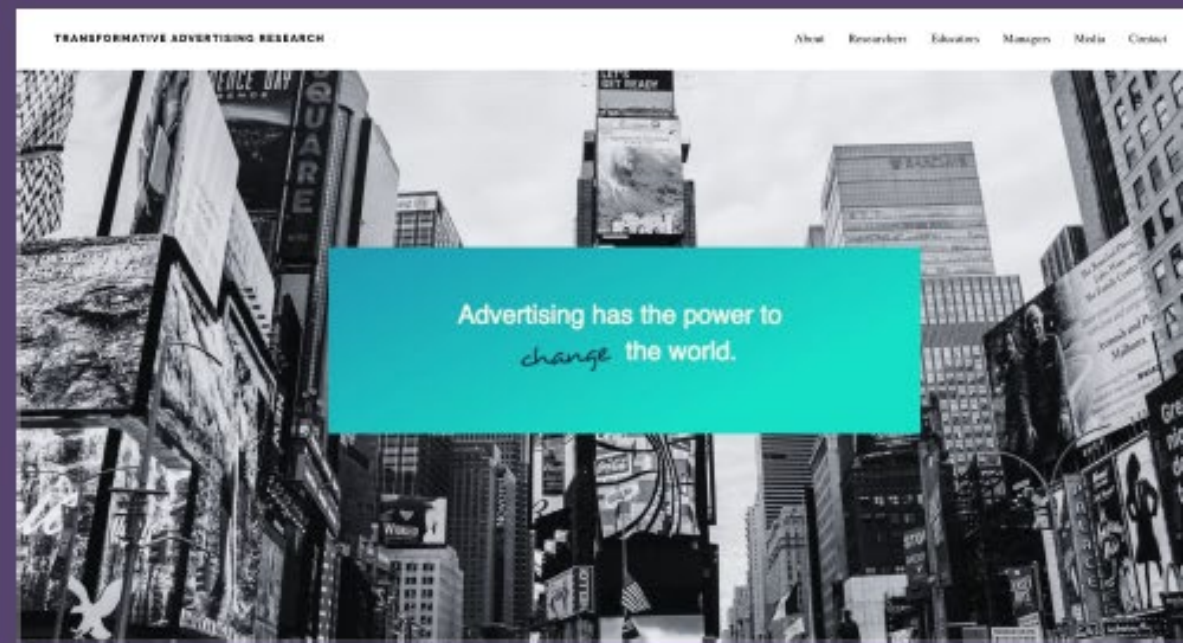
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Linda Tuncay Zayer

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Session 4a: Identifying, Defining and Measuring Social Impact Metrics

Iana Castro

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Ron Hill

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Martina Hutton

Measuring Societal Impact

Martina Hutton

Royal Holloway University of London



Inaugural Winner
Mary Kinghorn Davies Award for Research Impact



Provable

Change

IMPACT

Research

“Real world”

Changes we can see beyond academia which happens because of our research (Bayley, 2023)

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Martina Hutton



Overview

2019 -2020:

- 6-month scoping research with stakeholder members of cross sector food partnership to assess which projects were providing most benefits to well-being [*stakeholder* lens]

2021 - 2022:

- Research with micro-communities of importance (complex, nuanced, overlooked (food) vulnerabilities)
- THEY prioritized solutions and stakeholders implemented changes/agreed new priorities [*community* lens]

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Impact Evaluation Criteria

(Bayley, 2023; Reed 2024)

- ► **Complexity** – what pathways have led to change?
- ► **Beneficiaries** – diverse and number?
- ► **Attribution** – what role has research played?
- ► **In/visibility** – evidence of contribution?
- ► **Measurement** – quantitative, qualitative, formats?



Identifying Metrics : Significance and Reach

- The **significance** of an impact :the magnitude, or intensity of the effect of research on individuals, groups or organizations (Alvarez 2010)
- The **reach** of an impact: the number, extent or diversity of individuals, groups or organizations that benefit from research (Douthwaite et al 2003)
- Identifying what are the **impact pathways** to assess changes/benefits and how to measure/evidence *that particular pathway*



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Metrics Monitoring

Attribution of impact from research

- ✓ **Visuals, testimonials** and **survey** feedback from users on instrumental changes.
- ✓ **Consultation reports** from stakeholders explicitly mentioning the evidence base from research – informing recommendations to government.
- ✓ Testimonials or **statements from other end users** (e.g. policy makers) on how research has been useful *for them*.
- ✓ **Testimonials** from practitioners: higher level of capability thanks to **new skills** (improved understanding, and confidence levels) plus **how these techniques were used, and what changes have occurred**.
- ✓ **Stakeholder governance changes**: research **evidence has led** to new reconfigurations, new processes, modes of collaboration.

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Martina Hutton

A few practical tips

- Set up baseline monitoring system
 - Keep track of planned & unexpected impacts
- Discuss “evidence” gathering with stakeholders (timing/volume/format)
 - Get their buy-in/agreement early
- Build evidence/measurement gathering for impact into IRB process
- Policy support in early stages means research is less likely to be divorced from action



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Designing Research with Societal Impact

Session 4b: Moderated Panel Discussion

Linda Tuncay Zayer, Ron Hill, Martina Hutton, Iana Castro, Nita Umashankar



Thank you to all our amazing presenters



