

Gender (In)Justices: Progress, Regressions, and Stagnations and the Role of Marketing

Track Chair

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10 years have passed since the inaugural gender track at TCR. And over those ten years new voices have joined in discussions to advance our understanding of gender (in)justices (Hein et al., 2016). Collectively, the body of scholarship has expanded understandings of gender injustices from a narrower view on women to capture other marginalized gender/sex/uality groups (e.g., transgender, non-binary) (Cheded et al., 2024; Davis & Paramanathan, 2024; Duncan-Shepherd & Hamilton, 2022; Hansman & Drenten, 2024; Steinfield, Hutton, & Cheded, 2024; Steinfield, Hutton, Cheded, et al., 2024) and additional social identities and the intersectional systems and power dynamics that underscore compounding injustices tied to these identities (Zayer et al., 2017; Steinfield, Coleman, et al., 2019; Steinfield, Littlefield, et al., 2019; Steinfield, Sanghvi, et al., 2019; Steinfield & Holt, 2020; Steinfield et al., 2021; Aya Pastrana et al., 2022). Yet this body of scholarship has also celebrated advancements made in working towards justice through, for example, advertising (Zayer et al., 2023), education (Gurrieri & Finn, 2023), feminist organizing (Gurrieri et al., 2022, Ourhamoune and El Jurdi 2024), entrepreneurship (Venugopal & Viswanathan, 2020), political marketing (Sanghvi & Frank, 2021; Sanghvi (2020) and consumer actions (Venkatraman et al., 2024). However, with data and events pointing to stagnation, regression, and blindspots (Azcona et al., 2023; Fitzgerald et al., 2023; Gurrieri, 2020; Schroeder, 2021; Sobande, 2020; Steinfield, Hutton, & Cheded, 2024), we recognize that much is to be done to support the efforts of achieving gender-intersectional justice.

Thus, to advance research and practitioner work in this space, we propose bringing together a group of scholars working to advance understandings of gender-intersectional (in)justices. Collectively our work will seek to capture what enables progress, stagnation, and regressions and, importantly, direction for constructive practices and ways forward. The necessity to advance this work calls for an innovative approach that can leverage the TCR dialogical process. Thus we envision two groups working in tandem to advance multiple streams. One stream will focus on how organizations might apply an intersectionality lens within marketing strategies and consumer engagement efforts to achieve a more just marketplace. The other stream will explore the progress, efforts, and possibilities related to advancing research on gender (in)justice within and beyond TCR.

Proposed Outputs:

- Academic article based on empirical evidence on applying an intersectionality approach within marketing, earmarked for TCR's special issue in *Journal of Marketing*
- Practitioner facing article on applying an intersectionality approach within marketing based on *Journal of Marketing* publication, earmarked for *Harvard Business Review*
- Article on advancing gender (in)justice perspectives within TCR, marketing and consumer behavior, earmarked for JPPM, JBE, JM or other outlet [in recognition of 10 years since the inaugural track].

Brief Overview of the Team

This team is composed of practitioners and scholars working in the space of intersectionality, gender, marketing and consumer experiences, and will pool together data from their various sources and/or offer insights based on prior work to advance this project. The team members include:

- Laurel Steinfield - scholar focused on gender, intersectional (in)justice & social innovations, including marketing, that can address injustices; has led multiple TCR tracks resulting in publications;
- Catherine Coleman - senior scholar and original member of gender (in)justice TCR track working on gender and ads; has co-led the prior TCR track on gender resulting in publications;
- Nathaly Aya Pastrana - practitioner (social entrepreneur) and junior scholar (postdoc) working on research on intersectionality/gender and social marketing;
- Amber Chenevert - practitioner at VML and scholar working in the space of intersectionality & ads;
- Surabhi Govindarajan - practitioner at VML and junior scholar (DBA candidate) working in the space of intersectional culture & communication;
- Lauren Gurrieri - senior scholar working in the space of gender & ads and feminist interventions;
- Wendy Hein - senior scholar working in the space of gender justice; TCR gender-track co-chair for first gender track, and lead author on foundational TCR gender justice article;

- Jon Littlefield - senior scholar working in the space of gender; prior TCR gender-track participant
- Nacima Ourahmoune - senior scholar working in the space of gender, inclusivity and marketspaces; original member of gender (in)justice TCR track and previous TCR gender-track co-track chair;
- Minita Sanghvi - senior scholar working in the space of gender and intersectionality in consumer research and marketing, especially political marketing; prior TCR gender-track participant, co-chair and co-author of multiple TCR-gender related publications;
- Linda Tuncay-Zayer - senior scholar and original member of gender (in)justice TCR track working on gender and ads; has previously chaired a TCR track and served as speaker at TCR Impact Festivals;
- Rohan Venkatraman - junior scholar working with gender non-conforming consumers and how marketplaces can be inclusive/exclusive.

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Track Chair and Participant’s Biographies

CVs are attached to this proposal.

Track Chair:

Laurel Steinfeld (MSc, DPhil, University of Oxford) is an Assistant Professor of Entrepreneurship & Sustainability at Ivey Business School, University of Western, and F.W.P. Jones Faculty Fellow. Her work focuses on inequities and explores (social) innovations/enterprises that can improve livelihoods. She has over 15 years of experience working in and with social enterprises/entrepreneurs and conducting research that examines gender lens impact investing, inclusive marketing practices, women economic empowerment initiatives, and solutions to improve the livelihoods of vulnerable communities. As a transformative consumer research scholar and former Associate Professor of Marketing at Bentley University (USA), she views social innovations/enterprises and marketing