

Call for papers

Special Issue of the Journal of Business Ethics

ETHICAL CORPORATE MARKETING

Submission Deadline: 30th June, 2008

Guest Editors:

Professor John M.T. Balmer, Brunel University, London, UK

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The Journal of Business Ethics announces a special issue focussing on the interfaces among *corporate ethics, corporate marketing and corporate social responsibility (CSR)*. Over the last two decades there has been increased academic and practitioner interest in the corporate-level concepts of corporate identity, branding, communication, image and reputation. It has thus been argued that there should be greater integration across these concepts coupled with a reappraisal of the marketing philosophy at the organisational level. Balmer has concluded that such an integration represents a new phase of marketing thought which he has termed 'Corporate Marketing' (Balmer 1998; Balmer & Powell 2006, Balmer and Greyser 2007). There has also been increased concern with corporate ethics and aspects of corporate social responsibility, due to the growing interest in corporate activities by various stakeholders including consumers, employees, the community at large and the Government. Further, these concerns apply to all sizes of organisations, not just the large (Carroll, 2007). Hence, for many contemporary organisations, an explicit CSR and ethical remit coupled with a heightened awareness of the strategic importance of Corporate Marketing appears to be of critical importance in comprehending and managing these entities. To date, the relationship between Ethics and Corporate Marketing ('Ethical Corporate Marketing') in combination with CSR has received little published attention. A major objective of this special edition is to examine what we believe to be important and emerging interfaces in greater detail. The theme of this special edition also builds to some extent on the recent special edition of *JBE* focussing on ethics and corporate identity (Fukukawa, Balmer and Gray 2007).

The Guest Editors welcome a wide variety of rigorous and thoughtful manuscripts covering the above including those derived from empirical research (qualitative, quantitative and case study

research), conceptual articles, literature reviews and so on. Papers that incorporate actual company/organisational practice are encouraged. All manuscripts should endeavour to draw upon and synthesise the literatures from corporate ethics, CSR as well as corporate marketing.

Suitable topics for this special edition include (but are not limited to) the following:

- *How should Ethical Corporate Marketing be defined?*
- *How can an Ethical Corporate Marketing Philosophy be nurtured and by whom?*
- *The Benchmarking of Ethical Corporate Marketing, including impacts on corporate reputation, corporate financial performance etc*
- *What is the role of stakeholder theory vis a vis Ethical Corporate Marketing?*
- *What are the differences between the identities of Ethical Corporate Marketing organisations and others?*
- *The articulation of a research agenda re Ethical Corporate Marketing*
- *The Management of Ethical Corporate Marketing alongside CSR*
- *What are the problems associated with integrating corporate marketing perspectives such as corporate identity, corporate branding etc and Ethical Corporate Marketing and CSR?*
- *What issues are raised when considering both the social component as well as the business component of CSR in relation to Ethical Corporate Marketing?*
- *What are the implications of the economic, legal, ethical, environmental and philanthropic expectations that society has for organisations in relation to Ethical Corporate Marketing?*
- *What is the relevance of Corporate Marketing and CSR for Small to Medium Sized Enterprises (SMEs) and how might this be implemented/managed?*

The Guest Editors also welcome manuscripts that examine CSR/Business Ethics in the context of corporate identity, corporate brands, corporate communications, corporate image and reputation, as long as such manuscripts are placed in a corporate marketing context.

Submission will be taken to imply that the manuscript constitutes original work that has not previously been published, accepted for publication, or presently under consideration elsewhere. All manuscripts will be considered by the Guest Editors in terms of their suitability for this special edition before undergoing a double-blind reviewing process.

Manuscript Format

In order to be accepted, the format of the manuscript must be in full accordance with the submission guidelines found at <http://www.springer.com/philosophy/ethics/journal/10551>

(please ignore the Journals online submission facility and only submit to the guest editors directly by email as instructed below).

Submission

Where there is more than one author please identify which author should be the main point of contact for correspondence etc. Please take care to include the corresponding authors email and postal address along with a contact telephone number. You are asked to keep a copy of your submission on file.

To facilitate the blind peer review process, please ensure that the author and any other identifying details are removed from the properties/summary box for the electronic word file before submission.

All manuscripts for this special edition should be sent in **word for windows format** via email by **30th JUNE, 2008** to Professor John M.T. Balmer at: john.balmer@brunel.ac.uk

Initial submission will be acknowledged by the guest editors. If you do not receive an acknowledgement shortly after submission please query via the above email address. Thank You.

References:

Balmer, J.M.T. (1998) Corporate Identity and the Advent of Corporate Marketing, *Journal of Marketing Management*, **14**(8), 963-996.

Balmer, J.M.T. and Greyser, S.A. (2007) Corporate Marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image and corporate reputation, *European Journal of Marketing*, **40** (7-8), 730-741.

Balmer, J.M.T. and Powell, S.M. (2006) What is Corporate and Organisational Marketing, *International Centre for Corporate Marketing Studies*, <http://www.corporate-marketing.org>

Carroll, A. (2007) 'Corporate Social Responsibility' in Visser, W. Matten, D. Pohl, M. and Tolhurst, N. (eds), *The A to Z of Corporate Social Responsibility*, Chichester, John Wiley & Sons, Ltd

Fukukawa, K. Balmer, J.M.T. and Gray. E. (eds) (2007) *Special Edition of the Journal of Business Ethics on Corporate Identity, Ethics and Corporate Social Responsibility*. **76**:1.