

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

Track Chair

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

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

strategies as key mechanisms with which to address intersectional injustices and to achieve the sustainable development goals. She has led multiple TCR tracks, resulting in publications in TCR special issues (JPPM, JBR), books chapters, as well as practitioner facing, open access works. She is on the advisory board of GENMAC and AEF (Association of National Advertisers Educational Foundation), and member of Race in the Marketplace (RIM) and her local Indigenous communities' Reconcili-action group.

Catherine Coleman (PhD, University of Illinois, Urbana-Champaign) is a Professor in the Department of Strategic Communication in the Bob Schieffer College of Communication at Texas Christian University. She earned her Ph.D. from the Institute of Communications Research at the University of Illinois at Urbana-Champaign, with a specialization in advertising. Her research examines marketing, advertising, and positive social change, with particular focus on ethics and vulnerabilities in advertising, media, and consumer culture, gender representation, and transformative research. Her work is found in a range of top journals, including the *Journal of Advertising*, *Consumption, Markets & Culture*, the *Journal of Business Research*, *Journal of the Association for Consumer Research (JACR)*, and the *Journal of Public Policy & Marketing*, as well as in various edited books. Her work bridges connections between industry professionals and academics. She is a member of the SeeHer Education Advisory Board through the Association of National Advertisers (ANA) and is a founding board member of GENMAC.

Track Participants:

Nathaly Aya Pastrana (MSc, PhD, Università della Svizzera italiana) is the Founding President of IMEK Research Center in Marketing & Development an independent research NGO based in Colombia addressing issues related to health, education, and gender in the Global South. She is also a postdoctoral qualitative research fellow at the CRONICAS Center of Excellence in Chronic Diseases in Peru. Nathaly seeks to advance gender equality through her work as a researcher and practitioner. Her research interests include exploring how social change programs and research can better integrate gender perspectives and intersectionality approaches. Her experience across sectors includes collaborations to address gender equality at work, gender-based violence, and the health and social protection of women domestic workers through research, interventions, and policies. Nathaly is also a co-founder and former Honorary President of the Latin American Social Marketing Association (LAMSO, 2017 - 2024), was a member of the Communication Committee of the International Social Marketing Association (iSMA, 2014 - 2021), and co-organized the World Social Marketing Conference in Colombia (2023).

Amber Chenevert (PhD, The University of Texas at Austin) As an executive brand strategist and creator of [The Culture Shift by VML](#), Amber's goal is to tell human centered stories based on atypical truths. Amber wants to give more people the opportunity to both tell and be at the center of those stories who otherwise would have been overlooked. A marketplace diversity perspective serves as a guiding light toward her goal. Marketplace diversity considers age, ethnicity, race, gender, sexual orientation, and physical ability. It also considers the history, systems, and structures that gives insight into how today's consumers navigate their access to products, services and assert their collective power. Using marketplace diversity as a base, Amber helps brands unearth their disconnect in culture and find their connection to new market opportunities. Amber has led talks at the Association of Consumer Research Conference (ACR), Marketing Ethnic Faculty Association Conference (MEFA), South By Southwest (SXSW), and The Essence Festival of Culture. She has also taught undergraduate and graduate marketing and advertising courses at The University of Texas at Austin, St. John's University and New York University.

Surabhi Govindarajan, a Doctoral candidate at NLU's Business & Organizational Leadership School, is driven by a passion for uncovering the intricate layers of culture and identity. Her path started with a strong foundation in architecture and Brand Strategy, where she developed her narrative and design-thinking expertise. Her research interests stem from a deep curiosity about the complexities of human experience, with her doctoral dissertation examining the deterioration of American insularity and the growing fascination with foreign media, analyzing how varied American audiences interpret cultural

representation. Her unique combination of disciplines drives her mission to connect academia and industry, ensuring that research is both impactful and accessible. She has collaborated with leading organizations such as Microsoft, Coca-Cola, Ford, and MoMA, helping teams uncover culture-driven research narratives that inspire and provoke a thoughtful direction.

Lauren Gurrieri is an Associate Professor of Marketing and the Co-Director of the Centre for Organisations and Social Change at RMIT University, Australia. Her research examines gender, consumption and the marketplace, with a focus on the inequalities and harms (re)produced and experienced across consumer and digital cultures. She has authored over 50 research outputs, including peer reviewed journal articles, book chapters, case studies and commissioned reports and has been awarded over \$700,000 in external research funding. Her research has been featured across local and global media; she serves on the boards of GENMAC and ShEqual; is an Associate Editor at the Journal of Marketing Management; and is on the Editorial Board for the newly established Journal of Social Impact in Business Research. She has published scholarship on transformative advertising research and has participated in a TCR track on this topic, which currently has two papers under review.

Wendy Hein is Senior Lecturer in Marketing at Birkbeck, University of London. Her interest in gender stems from her PhD at the University of Edinburgh, which focused on men's consumption practices. Wendy was co-chair of the first TCR gender track alongside Elisabeth Hirschmann in 2015, she has been coordinator of marketing as a subject discipline of the UN PRME gender equality working group since 2011, is a board member of the Macromarketing Society and co-founding member of GENMAC. She has presented on gender in marketing at major international conferences, published in edited books and journals such as the Journal of Public Policy & Marketing, the Journal of Business Research, and the Journal of European Marketing.

Jon Littlefield is Professor Emeritus of Marketing at Dalton State College. His research has spanned a diverse set of topics including gender and masculinity, poverty, brand-related bullying, nostalgia and retro branding, and arts and leisure activities. His interest in music has led to several presentations and to his chairing a track at Atlantic Marketing Association on music, arts, and entertainment. He is currently serving as president of that organization. He continues to be interested in how technological and social factors intersect in the consumption experience, and in poverty and social justice.

Nacima Ourahmoune is a Professor of marketing and head of the thesis lab at KEDGE BS (France). Nacima holds a master degree in Politics, a master in management (HEC Paris), an MBA in luxury business from the Cartier Chair/EDC, and a PhD from LVMH chair at ESSEC Bs. She has an extensive experience as an international consultant and appears on a regular basis in the media. Nacima is member of the Board of GENMAC (Gender, Markets, Consumers). Nacima's research tackles how social change and power issues affect business practices and consumer cultures in established and emerging markets. Her work involves the politics of body, gender, and race across various cultural contexts and sectors (tourism, food, fashion...). Nacima also conceptualizes gender injustices through women participation in social movements. Her work mobilizes mainly longitudinal ethnographic approaches and sociosemiotics. Her work appeared in *Gender, Work and Organisations*, *Journal of Business research*, *Journal of Public Policy and Marketing*, *Marketing Theory*, *Journal of Marketing Management*, *Consumption Markets and Culture*, *Journal of Macromarketing*, *Journal of Consumer Behaviour*, *Marketing Letters*, amongst others.

Linda Tuncay Zayer is the John F. Smith Chair in Business Administration and Professor of Marketing at the Quinlan School of Business, Loyola University Chicago in the USA. Her research interests include advertising and marketing, gender and well-being from a transformative perspective. She has appeared in various media, including *the Washington Post*, *the New York Times*, *Fortune*, and *Forbes*. She regularly engages with industry and non-profits through the Association of National Advertisers' SeeHer Education Advisory Board, GENMAC, the United Nations PRME initiative, and others. She is the editor of the forthcoming book, *Transformative Advertising Research: Driving Positive Social Change and Well-Being*, serves on various editorial and policy boards for journals, and owns a consulting company.

Minita Sanghvi, PhD is an Associate Professor in the Management and Business Department at Skidmore College where she teaches business, and marketing, and a bridge experience course titled Madam President on gender and politics in the United States. Her research centers around gender and intersectionality in political marketing. Her book *Gender and Political Marketing in the United States and the 2016 Presidential Election: An Analysis of Why She Lost* was published by Palgrave MacMillan in 2019 and is considered an “important touchstone” in the field of gender and political marketing. In addition, she has published articles in Journal of Marketing Management and Journal of Business Research. Apart from her academic writing, Minita also wrote a novel, *Happy Endings*, published by Harper Collins India and long-listed for best debut author for Auther Awards. In an effort to take her research beyond words, Dr. Sanghvi co-curated an exhibit titled: Never done: 100 years of women in politics and beyond along with Rachel Seligman at the Frances Young Tang Teaching Museum. In 2021 she ran and won a seat on the Saratoga Springs City Council and got re-elected in 2023. She is the first woman of color and first LGBTQ Commissioner in Saratoga Springs and is now running for NY State Senate 44.

Rohan Venkatraman is a Lecturer in Marketing at Deakin Business School, Deakin University, Australia. His research examines the intersection of identity and marketplaces, focusing on the lived experiences of stigmatised consumers. Within this, his research emphasises the intersection of the body and emotions as key to examining how marketplaces challenge and are challenged by consumers. He has published work in leading journals, including the Journal of Consumer Research and the Journal of Business Research, amongst others, and has previously chaired a TCR Track 2 on Transformative Retailscapes. The work from that track is currently being written up for submission to a journal.

Proposed Timeline:

The two groups will meet monthly for 2 – 2 1/2 hours (e.g., first Wednesday or Thursday of every month) prior to the TCR conference. The first group (*Intersectionality in Marketing* led by Steinfield and co-investigated with Aya Pastrana, Chenevert, Govindarajan, Gurrieri, and Venkatraman) will meet to establish connections, organize and talk through data, begin data analysis, complete literature review and draft framing of paper. At the conference, the main synthesis of data into second and third order codes will occur with findings and discussion sections mapped out.

The second group (*Advancing Gender (In)justice Perspectives within/beyond TCR* led by Coleman and Tuncay-Zayer and co-investigated with Littlefield, Hein, Ourahmoune, Sanghvi and Steinfield), will meet most months for 1 ½ to 2 hours given the prior established connections. This group will start by brainstorming possible directions for the paper to take and collect literature and data during the periods between meetings, with the meetings being used to organize and talk through data, and conceptualization and organization of the article. It is envisioned that the conference will be an opportunity to refine frameworks and future directions.

During the conference, groups will have an opportunity to gain feedback from each other, extending the dialogical nature of the conference so that we work in real time to gain input from a wider group of knowledgeable academics/practitioners working in similar spaces.

Following the conference, both groups will continue to meet to progress articles and envisioned output. Suggested timeline includes:

Intersectionality in Marketing Group:

- September meeting
 - Meeting each other/introductions;
 - Discussion about relevant data we can pool & literature reviews we can harness.
 - Identification of gaps in data and literature that we'd need to fill
 - Plan on how to collect data and complete literature reviews
 - Choose data analysis platform

- Between Sept and Oct meeting
 - upload data to data analysis platform;
 - become familiar with data analysis platform;
 - merge literature reviews;
 - create interview protocols/data collection strategy and ethics proposals for any additional data collection
- October meeting
 - Review additional data collection strategy (if necessary)
 - Jointly reviewing a transcript to identify possible first order codes
 - Selection of first tranche of data to start coding
- Between Oct and Nov meeting:
 - start coding a few transcripts or data (e.g., reports, social media);
 - collect more data (as needed) and get any interview transcriptions cleaned;
 - review & add to literature review, noting whether literature suggests new codes
- November meeting
 - Recap progress/debrief on collecting more data (as needed)
 - Review first order codes on initial transcripts
 - Go through literature and suggested codes to add
 - Division of next tranche of data to code
- Between Nov and Dec meeting
 - code more data
 - collect more data as needed, getting any interview transcriptions cleaned
- December meeting
 - Review of codes (any to be added, merged, deleted, etc.)
 - Initial conversations about possible theoretical angles
 - Review/debrief on additional research efforts
 - Division of next tranche of data to code
- Between Dec and Jan
 - code more data
 - collect more data as needed, getting any interview transcriptions cleaned;
 - look into possible theoretical angles (jot down some ideas to discuss during meeting)
- January meeting
 - Recap/debrief on additional data collection (which should be done by end of Jan)
 - Review of codes (any to be added, merged, deleted, etc.)
 - Discuss possible theoretical angles and narrow down selection to consider
 - Division of next tranche of data to code
- Between Jan and Feb
 - code more data;
 - finish collection of data as needed, getting any interview transcriptions cleaned;
 - Become familiar with theoretical lens we are considering
- February meeting
 - Debrief of final data collection efforts
 - Finalize any theoretical lens to be added/adapted
 - Discuss codes (any to be added, merged, deleted, etc.), particularly given the theoretical angle
- Between Feb and March meeting
 - Continue coding data;

- March meeting
 - Discuss codes (any to be added, merged, deleted, etc.)
 - Draft outline of paper for Journal of Marketing
- Between Mar and Apr meeting
 - Continue coding data;
 - Begin write-up of front end of paper for Journal of Marketing, including the introduction, literature review, and theoretical angles
- April meeting
 - Discuss codes (any to be added, merged, deleted, etc.)
 - Discuss work on Journal of Marketing article
- Between Apr and May meeting
 - Continue coding data (all data should be coded by end of May)
 - Continue refining write-up for Journal of Marketing article;
- May meeting
 - Start initial conversations on grouping codes together, moving from first to second order codes
- Between May and June meeting
 - Become familiar with all codes and consider how we might group them together
 - Continue to work on front end of Journal of Marketing article as needed
- June – at the TCR conference
 - Continue moving from first order to second order codes and then third order codes
 - Create visuals
 - Get feedback on visuals from others in the larger gender-track group and at TCR
 - Select representative quotes
 - Map out key findings
 - Map out key discussion points of article
 - Discuss which points will be taken forward/adjusted for HBR article

Advancing Gender (In)justice Perspectives

- September meeting
 - Brainstorm idea of possible trajectories of article and refine guiding query for the work
- Between Sept and Dec meeting
 - Follow-up with editors to consider viability of possible trajectories;
 - Explore conceptual piece and/or if data is required.
 - Individual team members check whether they have any data or literature reviews that could be harnessed to support the article and/or consider ways to collect any new data that may be required.
- December meeting
 - Finalize positioning of the article
 - Divide up tasks and formulate deliverables
- Between December and February meeting:
 - Finished outline of paper
 - Assign sections to expand
- Feb meeting
 - Recap progress/debrief on rigor and robustness of paper contribution

- Refine approach as needed.
- Assign revision tasks
- Between Feb and Mar
 - Work on revision tasks
- March meeting
 - Discuss model
 - Assign revision tasks
- Between March and April meeting
 - Work on revision tasks
- April Meeting
 - Discuss areas of future research direction
- Between April and May meeting
 - Work on revisions and formulate fuller draft
 - First rough draft completed before May meeting
- May meeting
 - Everyone has read draft and come up with areas for improvements
 - Assign next tasks for revision
- June – at the TCR conference
 - Finalize draft of manuscript, including conceptual model and future directions
 - Gain feedback from others in parallel gender track and consider incorporation
 - Identify friendly reviewers

After the conference the teams will continue to meet monthly or, bi-weekly with shorter time periods, to advance their respective articles. The main goal will be to finalize the articles, which should be considerably advanced prior to the conference and ready to have the latter half (findings and discussions) added. For the ‘Intersectionality in Marketing’ group, the HBR article will follow after the JM article is published.

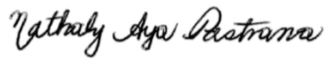
Note: To support the efforts of this TCR group given its goals, Laurel Steinfield will employ 1-2 RAs to assist with the literature review and administrative tasks (e.g., cleaning data, creating data tables, etc.)

Affirmations of Commitment to the Project:

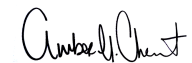
Gender (In)Justices: Progress, Regressions, and Stagnations and the Role of Marketing

We sign to confirm that we are committed to participating in the project.

Nathaly Aya Pastrana



Amber Chenevert



Catherine Coleman



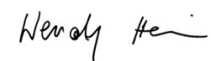
Surabhi Govindarajan



Lauren Gurrieri



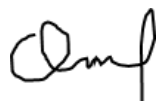
Wendy Hein



Jon Littlefield



Nacima Ourahmoune



Minita Sanghvi



Laurel Steinfield



Linda Tuncay-Zayer



Rohan Venkatraman

