


# Special Issue on Turkey and Turkish Communities: *Journal of Macromarketing*, 2015

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*Special Issue Editors*

This special issue will focus on macromarketing issues in Turkey and the Turkish immigrant communities in Europe and elsewhere.

The purpose of the issue is to help illuminate marketization and marketing dynamics in a world of global markets and growing globalization. Turkey and Turkish communities present a fertile context in which such dynamics can be studied, since they represent a meeting and confrontation of the East and the West, culturally, historically, economically, socially, and politically, whether within Turkey or elsewhere where large communities of immigrants reside. A crucial question is: what can macromarketing scholars learn from studying various phenomena and issues in the Turkish context? Thus, the special issue welcomes works, which will generate new learning, insights, and conceptualization/theorization about markets, market(ing) processes and systems, marketization trends, and macro consumption and marketing phenomena. Broader, contextualized, and critical perspectives into the phenomena of interest are likely to be gained through this special issue.

Articles published in the Journal typically address the interplay of marketing and society. Authors have examined marketing systems, socioeconomic development, market transition, ethics and distributive justice, marketing history, globalization, market competition, consumer vulnerability, environmental degradation/renewal/sustainability, marketing efficiencies in allocating resources, consumer and societal well-being, and quality of life. These and other topics in a Turkish context offer

promise for contribution to this special issue. Related research themes may include, but are not limited to:

- History of markets and marketing in Turkey
- East-West dynamics in Turkish cultures and their interaction with marketing processes
- Marketing in Turkey and globally by Turkish companies and center-periphery relations
- New market(ing) institutionalizations in Turkey/Turkish cultures
- Changes in retailing in Turkey and macromarketing implications
- Macromarketing dimensions of consumer culture and consumerism in Turkey and Turkish communities
- Macromarketing dimensions the spread of Turkish cultural products (soap operas, music, etc.) in the neighboring countries.

Conceptual or empirical papers are welcome. Manuscripts must be received no later than **February 28, 2014**, and the special issue will be published in September 2015.

Please submit completed manuscripts to the Journal's manuscript submission site, <http://mc.manuscriptcentral.com/jmk> and indicate that your paper is intended for the special issue. Manuscripts guidelines are available at <http://jmk.sagepub.com/>. Questions concerning the appropriateness of particular papers should be directed to Guliz Ger ([ger@bilkent.edu.tr](mailto:ger@bilkent.edu.tr)) and A. Fuat Firat ([firatf@utpa.edu](mailto:firatf@utpa.edu))

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