

Marketing's Theoretical and Conceptual Value Proposition: An Abstract

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Abstract "...the marketing discipline faces an urgent need for a rethinking of its fundamental purpose, premises, and implicit models that have defined marketing for at least the past 50 years" (Webster & Lusch p. 389, 2013).

Recently, there has been much discussion within the marketing literature about marketing's influence both within the firm and within the family of academic business disciplines (e.g., Clark et al., 2014; Homburg et al., 2015). There has been less work, however, centered on theoretical and conceptual innovations that reflects the changing social, technological, ethical, and global growth-oriented realities of the twenty-first century (Webster & Lusch, 2013; Ferrell & Ferrell, 2016). These issues signal significant change to business models, growth strategies, marketing channels, customer relationship management, as well as the domain of mainstream marketing research, its methodology, and relevance. Inquiries into the adequacies of marketing's extant knowledge base(s) for continued development may uncover intellectual, theoretical, and conceptual ruts that further distance marketing scholarship from its proper place in strategic decision making at every level of the firm.

The purpose of this special session is to stimulate critical, forward-looking conversation on the nature of marketing and its place in the firm and in the family of business disciplines. Questions of marketing's accountability within various

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contexts: inside the firm, in the marketplace, and in the lives of consumers will be taken up, with a view to expanding the field's theoretical and conceptual horizons.

References Available Upon Request