



2025 Race in the Marketplace (RIM) Research Forum

“Past in Present – Pathways to the Future”

January 7–9, 2025 | Cape Town, South Africa

Call for Papers/Participation

Submission Deadline: April 30, 2024

[Race in the Marketplace](#) (RIM) is an international multidisciplinary research network dedicated to innovatively advancing knowledge and critically understanding the role of race, and how it intersects with class, gender, ethnicity, religion, sexuality, and disability in global marketplaces.

The RIM Research Forum is back! After successful Forums in [Washington, D.C.](#) (2017) and [Paris](#) (2019) and a break due to COVID-19, we are moving south to **Cape Town** (South Africa) whose history, cultural diversity, and prominent role in the shaping of race and markets worldwide provides a unique backdrop for examining the intersection of race and the marketplace.

As with past Forums, our objective is to **continue the dialogue** across domains, disciplines, and geographical boundaries to contribute to an integrated understanding of race in markets. Our guiding aim remains to interrogate the development of equitable markets across societies.

This third Forum, *Past in Present - Pathways to the Future*, seeks to particularly explore the **multifaceted histories and dynamics** of how race has influenced, and been influenced by, the functioning of markets. Although all submissions do not need to directly align with the theme, we especially welcome contributions from various disciplines that shed light on historical perspectives related to race in the marketplace, as well as how history is shaping contemporary and future market issues.

To keep the discussions lively and dynamic, the third Forum will offer a variety of thematic areas and presentation platforms from which participants can interact, including colloquia, posters and thematic sessions. In addition to “*traditional*” colloquia and thematic sessions (i.e., about 15 min presentations + Q&A), the Forum will experiment with “*lightning*” sessions in which 3-4 presenters will briefly (i.e., 4 min) communicate key aspects of their work; after all presentations, presenters then move to a separate space in the room to meet with attendants in small groups for in-depth discussions. Presenters will have to specify their preference (*traditional* vs. *lightning*) at the time of their submission.

www.rimnetwork.net

In conjunction with the Forum, the [Journal of Historical Research in Marketing](#) will publish a special issue dedicated to RIM research. Some of the papers presented at the Forum (chiefly those with a more historical orientation) will have an opportunity to be considered for publication in this issue.

Submissions can be done in two formats depending on one's own preference: (1) Papers/Contributions and (2) Participation Intent. Both formats are explained in detail below.

Pre-Forum Activities: Stairway to South Africa (optional)

In the months leading up to our time in South Africa, we plan to offer a series of online, RIM-related, group activities to help us learn about and better understand how race is experienced in the context of South Africa. These may include short readings (with discussion), films, lectures, and other educational resources.

And in the spirit of collaboration, you should also **feel free to share any ideas** regarding the Forum that you believe would make it a more meaningful experience for attendees that are not already mentioned in this document. Please forward your ideas to us by emailing contact@rimnetwork.net.

We look forward to your contributions and to exploring this vital and evolving field of study in South Africa.

Contribution and intent should be electronically submitted on <https://rim2025.sciencesconf.org/>
THE DEADLINE IS APRIL 30, 2024

Organizing Committee:

Sonya A. Grier, American University, USA
 Anthony Kwame Harrison, Virginia Tech, USA
 Guillaume D. Johnson, CNRS & Université Paris-Dauphine, France
 Kevin D. Thomas, UC Santa Cruz, USA

Program Committee:

Ranam Alkayyali, Excelia Business School-La Rochelle, France
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 Komal Dhillon-Jamerson, Virginia Tech, USA
 Trevor Jamerson, Virginia Tech, USA
 Bel Kerkhoff-Parnell, the European Race and Imagery Foundation, The Netherlands
 Veronica King, Emuthini, South Africa
 Kevin Ncube, Cape Peninsula University of Technology, South Africa
 Jess Vega-Centeno, Cal State Fullerton, USA

Submission formats

Submissions can be done in two formats: (1) Papers/Contributions and (2) Participation Intent.

1. **Submission of Papers/Contributions**

We welcome papers and other contributions (e.g., poetry, artwork, videography [less than 10 minutes]) with a broad range of underpinnings, including those rooted in theory and practice. Submissions will be evaluated based on their relevance to the RIM network's overall philosophy: critical approaches, intersectionality, cross-disciplinary relevance, and being globally-minded. Although all submissions do not need to directly align with the theme, we will give priority to submissions that fit with the Forum's specific theme, namely emphasizing historical perspectives.

Potential areas of inquiry for submissions include (but are not limited to):

- Historical perspectives on the mutual construction of race and markets (e.g., historical developments of markets, brands, market segments, or practices).
- Scholarly works on (anti-)colonial afterlives, providing linkages between historical racialized marketing/advertising practices and present/future phenomena in contemporary markets.
- Race-related sector case studies (with a potential historical focus), for example: health, beauty, fashion, transportation, technology, music, leisure, travel, etc.
- How does the dynamic of race and markets shift when considering digital and other technologies (e.g., in relation to consumption and labor practices)? Do big data, algorithms, and artificial intelligence reinforce, perpetuate, and exacerbate existing systems of racism? Conversely, how do they help redress issues of racism in consumption?
- How does climate change impact the relation between race and markets? Do climate/environmental and social justice discourses and practices align with the allocation of market resources to racialized groups (e.g., in relation to land and water rights)?
- How does racialization influence consumers' marketplace experiences? Whose racialized experiences are overlooked, in what context, and with what effects?
- Does the role and influence of colorism in market imagery and development vary across countries and cultures?
- How do (anti-)racist social movements (e.g., boycotting, public demonstrations) re-shape markets?
- Activities of remembrance for marketing/advertising pioneers (including scholars and practitioners) and their influence on marketing thought, marketing scholarship, and marketing practice.
- Can marketplaces decenter Eurocentric values in order to become racially equitable under a capitalist system? If so, how? If not, how might alternative forms of economy offer framework(s) to support equitable markets?
- What practical actions can be taken by individuals, collectives, organizations, businesses, and government entities to bring about fair and equitable marketplaces?
- How can innovative, alternative and/or exploratory research practices (e.g., auto-ethnography, arts-based research practice, activist-scholar work) improve the investigation of race and markets?
- What are the most relevant frameworks, theories and constructs to think about race globally- or locally?

We seek submissions in 4 tracks:

- a. **Conventional Papers:** This track invites scholars to submit an extended abstract outlining the main ideas of a research project: objectives, theoretical background, methodology (if empirical work), main findings and contributions. The abstract must not exceed 2500 words (excluding references, appendices, and other material) and include a statement of how the research contributes to RIM's objectives. Submissions should also specify their preference regarding presentation style: traditional vs. lightning (see above).
- b. **Poster Sessions:** This track invites submissions of completed works, conceptual works, and works in progress that support the Forum's objectives for visual presentation in an informal session. For consideration, please submit a 500-word abstract (excluding references), including a statement of how the research contributes to RIM's objectives.
- c. **Thematic Sessions:** This track invites scholars to propose 90-minute sessions, which should include three or four short presentations followed by group discussion. The proposal should promote the overall goals of the research forum and network (i.e., interdisciplinary, international, and collectively insightful – with a historical dimension) and provide ample time for discussion (about 60 minutes). The proposal should state which presentation style they would use, namely: traditional vs. lightning (see above).
- d. **Art-Based and Embodied Contributions:** This track invites potential participants to submit poetry/spoken word, visual art (e.g. paintings, drawings, photography, and mixed media), videography (approximately 10 minutes in length), music/song, and movement (e.g. dance and performance art) that support conference objectives. Submissions should include a document not to exceed 1000 words (excluding references, appendices, and other material) that provide the following:
 - Summary of how the work provides insights into the relationship between race and markets
 - Summary of the creative process used to develop the work
 - Directions for accessing the work
 - Artwork Submission details:
 - Images should be sent along with your submission document as high-res JPG files
 - Audio should be sent along with your submission document as a MP3 file
 - Video should be uploaded to Vimeo and include a video link and password on your submission document

Double anonymized review

The Forum will use double anonymized review, which means the identities of the authors are concealed from the reviewers, and vice versa. To facilitate this, please do not include any identifying information, such as the authors' names or affiliations in the body of the paper. The names of the authors will only have to be entered on the submission platform (during the submission process).

2. Submission of Participation Intents

Individuals wishing to attend the conference without presenting in any of the 4 tracks must submit a written **statement of interest**.

This statement should include:

- Name, e-mail, field/department, and institutional/organizational affiliation (or independent scholar) information;
- Responses to the questions below regarding what the applicant believes they have to offer this area of research and research network.

Statements of interest should answer the following questions (2 page, 12-point font, single-spaced maximum):

1. How does/will your research (in general and specifically [i.e., provide examples]) contribute to the goals and objectives of the Forum?
2. What do you hope to gain from attending this Forum?
3. How do you expect to contribute to RIM's/the Forum's objectives?
4. Please provide a list of three publications, presentations, or other activities most relevant to your work which indicate how your research activities have addressed RIM's/the Forum's objectives.

Individuals should also include a CV or resume and a statement of commitment to indicate their intention to attend the Forum if accepted.

Sponsors:

