



CALL FOR PAPERS

DISRUPTIVE SOCIAL MARKETING Dystopia, Disconnection & Disruption

This special issue of RAUSP Management Journal encourages fresh, creative and radical new thinking that advances theory, research and practice in social marketing and related disciplines. Methods may include experiments, structural equation modelling, system dynamics, agent-based modelling, ethnography and case studies, among others.

Under the major themes discussed above (the triad dystopia-disconnection-disruption), potential research questions and topics include, but are not limited to:

- Advancing theory in social marketing to incorporate elements from other disciplines and from new developments in mainstream marketing, such as customer centricity, customer experience and ecosystem marketing.
- Disruptive theories and practices.
- Systemic perspectives to behaviour and social change.
- 21st century's challenges: how to conceptualise, measure and tackle them?
- PPP (poor people problems) and social marketing.
- Critical social marketing: how to really make a dent in wicked problems, such as corruption, diabetes, poverty and climate change?
- Models of social change.
- Social marketing and upstream approaches to change irrational beliefs.
- Social business models applied to complex social problems.
- Social innovation models.

Submissions will be handled through Manuscript Central (<https://mc.manuscriptcentral.com/rausp>). See the guide for authors here (<http://rausp.usp.br/instructions-for-authors/>)

- **Submission deadline:** May 30th, 2020
- **Revision process:** up until August 30th, 2020
- **Decision:** September 15th, 2020

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