Workshop on “Marketization and Commodification of History”
University of Lille - France
April 2nd, 2020

In the frame of the Special Issue on “Marketization and Commodification of History” in Journal of Historical Research in Marketing, the research lab LSMRC (University of Lille) organizes a workshop on the 2nd of April 2020.

For the researchers interested in submitting a manuscript to this special issue, this workshop offers the opportunity to present their preliminary work for ways of improvement and discussions with other researchers. The two guest editors of the special issue, Hélène Gorge and Nil Özçağlar-Toulouse, will animate this workshop. The workshop will adopt the format of short presentations and mini-workshops to help researchers to frame their proposition with the scope of the special issue and the journal.

As a reminder, the special issue focuses on the way multiple actors such as companies, associations, cities, etc. marketize and advertise their history. They build or extract their « genealogy » – often calling for the help of historians to do such work – to construct storytellings. This may have various purposes: reassuring consumers about the stability of their organization or their brand, inscribing these ones in a long-term perspective, building coherence and a sense of belonging for the consumers and the employees, etc. Full call for papers is available here: https://www.emeraldgrouppublishing.com/products/journals/call_for_papers.htm?id=8887

We invite interested researchers to submit a half-page proposal of their project before the 1st of March 2020 to helene.gorge@univ-lille.fr and nil-toulouse@univ-lille.fr. The workshop will take place between 1pm and 5pm on the 2nd of April in Lille (specific place to be added soon). No participation fee is asked for attending the workshop. Participants will have to fund their accommodation and travel. Those wishing to request assistance for travel and/or lodging should contact Hélène Gorge (see contact email above).