Foreword

Witnessing an intensifying academic debate, I perceive the time to be ripe for a heightened reflection on current Marketing practices and a reconsideration of the conceptual underpinnings of the Marketing discipline. It appears that there is the emergence of a new paradigm which identifies and applies itself towards socially responsible, caring and curative properties.

This consumerism centered book is a valuable stepping stone on this still quite unchartered journey. Mapping the evolution of the concept and highlighting possible areas for future research, the chapters of this book bridge the often existing divides between pure and applied science and between different scientific disciplines. Importantly, the book contributes to the development of the concept of consumerism with innovative topics, such as cyber ethics, sustainability reporting of UK data banks, conceptualization of consumer-firm/brand relationships, the interdisciplinary nexus between consumerism and identity, current reflections of consumerism topics in marketing education, as well as consumerism as an indispensable source for innovation. Other interesting topics relate to green marketing strategies, the country specific consumer profile of Latvian consumers, the critical phenomenon of consumer boycotts and case studies on currently much debated industries (airports, food supply chain, and football). I commend this book as a very useful reference for a diverse audience including educators, researchers, practitioners, research students and, last but not least, consumers. It gives you a glimpse of the future which may well have a major impact on your long term success.

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Michael Czinkota teaches international business and trade in the Graduate School of Business at Georgetown University, where he also served as the chairman of the National Center for Export-Import Studies. He also holds an appointment as chair of international marketing of the Birmingham Business School in the U.K. Fluent in Spanish and German, he has held professorial appointments in Asia, Australia, Europe, and the Americas. Dr. Czinkota serves on the Global Advisory Board of the American Marketing Association, the Global Council of the American Management Association, and on the Board of Governors of the Academy of Marketing Science. He is a member of the American Council on Germany. For his work in international business and trade policy, he has been awarded honorary degrees from the Universidad del Pacifico in Peru and the Universidad Pontificia Madre y Maestra in the Dominican Republic. He was named a Distinguished Fellow of the Academy of Marketing Science and a Fellow of the Royal Society of Arts in the United Kingdom. Prof Czinkota also served as Assistant Secretary of Commerce in the Reagan Administration.