

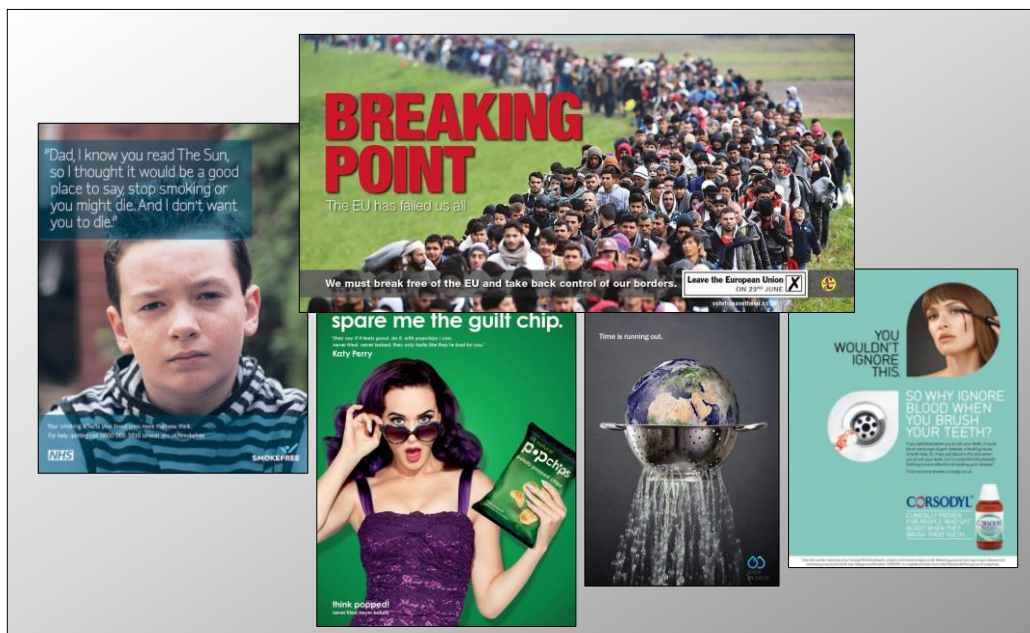


## Call for papers

### Making people feel bad: What is the role of negative appeals in marketing?

From political messaging aimed at stoking fears and anxiety, to commercials and social marketing initiatives targeted to specific consumer groups, negative campaigning is extremely common in marketing and advertising. Yet, these types of messages remain controversial. Scholars and practitioners disagree on their effectiveness. Some, even though they accept that negative campaigns can, under certain circumstances, lead to behavioural change, criticize these campaigns on moral grounds. The Marketing and Retail Special Interest Group of the British Academy of Management and the Marketing and Communications Group (MARCOMMS) of the School of Business and Management at Queen Mary University of London are organising a one-day research workshop dedicated to the role of negative appeals and negative campaigning in marketing. The objective of the event is to present new research findings on this topic and discuss what roles these campaigns could have in marketing. The event will take place **on Monday the 24<sup>th</sup> of April 2017** at the Charterhouse Square Campus of Queen Mary University of London.

### Examples of negative appeals in different marketing contexts



### ***Objectives***

We aim: 1) to bring together researchers interested in the impact of negative appeals in marketing (both commercial and social marketing) and behaviour change initiatives, 2) to discuss and share research findings and directions for future research in this interesting area of research; 3) to provide the opportunity for researchers and practitioners to network with colleagues in the field of marketing, advertising and behaviour change and showcase their work; and 4) to link academia and practice by providing a networking opportunity and exchange of ideas between academics and practitioners.

### ***Extended Abstract Submission***

We invite submissions across different research disciplines with an interest in the use of negative appeals in different type of commercial and institutional communications. **Both academic researchers and practitioners** are invited to submit their ideas. **Both empirical studies and conceptual or critical contributions** are welcomed. Empirical contributions will explore some aspect of how individuals react to negative communications, and their consequences on behaviour. Conceptual work can focus on critical, innovative or overlooked aspects of research in this field.

Areas of particular interest include, but are not limited to:

- The use of negative appeals (e.g. fear appeals, guilt appeals) in health-related communication, environmental behaviour change and charitable marketing.
- The role of negative campaigning in political marketing: its effectiveness and implications.
- How negative emotional appeals facilitate (or hinder) the cognitive processing of marketing messages.
- How consumers cope or learn from the negative emotions elicited through persuasive marketing communications.
- The analysis of how negative campaigns work over time through the use of longitudinal data.
- The study of consumer resistance, through neutralization and counter-arguing, to persuasive appeals employing negative emotions in marketing.
- The examination of different discrete emotions (e.g., fear, guilt, disgust) in different persuasive marketing contexts (e.g., health promotion, environmental conservation).
- The value of different normative theories for the ethical evaluation of the use of negative emotional appeals in marketing.
- Reflective and critical examination on the potential side effects of the use of negative emotional appeals in marketing.

- The cross-cultural examination of the ethics of negative emotional appeals and negative campaigning.
- The study of the effectiveness of different media (e.g. TV, print, digital, etc.) in communicating negative messages.
- The ethicality of targeting negative emotional appeals to different segment of consumers in relation to their potential vulnerability to certain types of communication.
- How beliefs about marketing initiatives influence the emotions experienced and their consequences on behavior.
- The examination of the managerial process that leads people to ethical judgments on specific marketing campaigns/messages.
- The examination of messages eliciting a mix of different emotional states and their effectiveness in comparison to appeals eliciting one specific emotion.

Extended abstracts of up to 750 words should be sent by email to Dr. Paolo Antonetti, at [p.antonetti@qmul.ac.uk](mailto:p.antonetti@qmul.ac.uk), by **Monday, the 9<sup>th</sup> of January 2017**. The abstracts will be used to select an appropriate set of papers that can lead to further networking and collaboration opportunities between participants. Accepted papers will be announced in the beginning of February 2017.

The event is funded by the British Academy as part of the Small Research Grant programme and in support of the project *Engendering delayed effects through narrative persuasion in guilt appeals*.

**Booking Information & Event Location:** *Event attendance is free of charge, which also includes breakfast, lunch and after the event wine and snacks for registered attendees.* Space is limited so please RSVP at your earliest convenience by emailing Dr. Paolo Antonetti, at [p.antonetti@qmul.ac.uk](mailto:p.antonetti@qmul.ac.uk). The event will take place at the Charterhouse Square Campus of Queen Mary University of London (a map is available [here](#)).