



CALL FOR PAPERS

The Implications of Something Different: Bright Side, Dark Sides and the Unexpected

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Guest Editors:

Dr. Marcus Phipps (mhipps@unimelb.edu.au)
University of Melbourne

Dr. Fang-Chi Lu (fangchi.lu@unimelb.edu.au)
University of Melbourne

Professor Liliana Bove (lbove@unimelb.edu.au)
University of Melbourne

Theme:

The idea of competitive advantage is intrinsically linked to difference. The most disruptive innovations often occur in marketplaces with long-standing social norms. Innovations emerge when consumers, firms or markets do something different. From marketer-driven technological disruptions (Hargadon and Douglas 2001), to consumers using existing products in unexpected ways (Martin and Schouten 2014), to fundamentally changing the way products are viewed (Grewal et al. 2020; Morewedge et al. 2021; Puntoni et al. 2021), new markets emerge when ecosystem actors pivot to unexpected spaces. While routines create comfort and stability (Phipps and Ozanne 2017, Wilk 2009), it is when something different occurs that bright sides, dark sides and the unexpected can emerge.

Being different can be dangerous and risky. For example, although targeted preferential treatment evoke perceptions of exclusivity and status, leading selected customers to increase purchases, relationship commitment, and to spread positive word-of-mouth (Barone and Roy 2010a, 2010b), such differential treatments might make non-targeted customers feel socially deprived, betrayed, jealous, and exhibit negative attitudinal and behavioural response to the firm (Feinberg et al. 2002; Newman et al. 2019). In addition, while AI-enabled personalized services create different, extraordinary customer experiences, they may make consumers feel misunderstood or excluded when they perceive AI as having inaccurately classified them to a certain consumer type that they don't identify (Puntoni et al. 2021). Furthermore, different levels of accessibility or readiness to embrace, adopt, and use new technologies (Parasuraman and Colby 2015) can be a source of exclusion in marketplaces.

This special issue asks: "What are the marketing implications of being different?" "How is difference a source of innovation?" "When does being different backfire?" To develop a better understanding for the processes, mechanisms, and business models, that leverage the power of something different, we invite both conceptual and empirical (qualitative or quantitative) papers that advance our understanding of the dark and bright sides of difference and its implications for marketing. These papers could include – but are not limited to addressing the following research questions:

- Is difference a catalyst of inequality in markets? What is the relationship between difference, otherness, and market exclusion?
- How can uniqueness versus belonging motives affect consumer acceptance of difference? How does it relate to consumer identity?
- What are the power and politics of difference in trade markets?

- What forms of difference occur during times of significant disruption? (E.g., Covid-19 shutdowns and disruption to routines).
- What are the semiotics of difference? How do consumers interpret difference in the marketplace?
- How do marketplaces assemble difference? What are the moments of translation that lead to something different occurring?
- What are the public policy implications of difference? How does public policy regulate the forms of difference that emerge within the marketplace?
- How should we treat consumers differently? What are the consumer welfare implications of doing something different?
- What is the distinction between difference, diversity, and differentiation?
- What are the contingency factors that govern linguistic styles difference versus similarity advantages in B2B, B2C or C2C interactions?
- What is the relative advantage of sameness vs. difference? When should firms feature same versus different customer experiences?
- What are some boundary conditions of the benefits of difference?
- What are the drivers of consumer passion for difference? What are its implications for marketing?
- What are alternative ways to persuasively communicate difference? How does it depend on individual differences?
- When does difference in marketplaces evoke negative feelings (e.g., fear, jealousy, anger)? How should marketers manage and mitigate such customer negative emotions?
- How can firms leverage front-line employee diversity to facilitate satisfying customer experiences?
- How can firms reinvent difference in liminal times, under fast-changing competitive and technological dynamics?
- What is the relationship between difference and authenticity in brands?
- How do individual differences (e.g., culture, generation/age, technology readiness) moderate the perception of exclusion experienced in digital service encounters?
- How can firms benefit from the application of AI-powered data analytics in creating unique customer experiences (e.g., customer segmentation, public personalized advertising), while avoiding potential exclusion caused by racial and gender biases?

How to submit your manuscript:

- **To submit to the Special Issue extended abstracts would have first undergone review for the ANZMAC2021 conference and selected by the guest editors for manuscript development.**
- Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin November 1, 2021, with the final deadline for submission being March 1, 2022.
- Questions pertaining to the Special Issue should be sent to any of the Guest Editors.
- Papers must be formatted in accordance with the *Australasian Marketing Journal* style sheet.
- All papers will be double-blind refereed. Post-refereeing, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the *Australasian Marketing Journal* – whose agreement will be required prior to notifying Authors of final acceptance.
- The anticipated publication date is Issue 3/4 2022.

Links:

Australasian Marketing Journal:

<https://journals.sagepub.com/home/anza>

Australasian Marketing Journal - format of submissions:

<https://journals.sagepub.com/author-instructions/ANZ>

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AMJ Editorial Office

Liem Viet Ngo, Editor-in-Chief
Email: liem.ngo@unsw.edu.au