

CALL FOR PAPERS

Journal of Macromarketing Special Issue

Firearm Markets, Marketing, and Society

Globally, tens of millions of small arms change hands every year through both licit and illicit channels of distribution. The societal consequences of this substantial trade range from the relatively benign to the extremely dire. This special issue invites original, rigorous research submissions examining the interactions among firearm markets, marketing, and society from a macro-level perspective.

Firearm markets consist of people of all ages, from children to the elderly. They are comprised of men and women, buyers of varying economic status and political leanings, and disparate racial and ethnic groups. Firearm marketing includes the commercial activities of manufacturers, dealers, and traffickers and gains strong support from pro-gun organizations, online bloggers and social influencers, and popular culture visual and musical representations. Firearm marketing systems can be entirely legal, wholly unlawful, or a hybrid of both arrangements. Gun violence is the most important among several negative societal consequences, but firearm marketing also provides livelihoods, satisfactions from hunting and shooting sports, a sense of personal identity, and a feeling of security from perceived and real dangers. Firearm markets, marketing, and society are a worldwide concern.

All research methods are welcome, and studies may span disciplinary approaches. However, discussions of findings should consider implications for society and public policy. Identifying intersections with macromarketing areas of study, such as marketing systems, ethics and social justice, economic development, quality of life, gender, the arts, and history, is also desirable.

Possible topics might include but are not limited to:

- The ethical and social responsibility of gun manufacturers and dealers
- Current legal issues concerning firearm advertising and sales to civilians
- Diversion of firearms from legal channels of distribution
- Online social influencers and gun culture
- The portrayal of firearms in motion pictures, television, and other visual media
- References to firearms in popular music genres (e.g., hip hop, narcocorrido)
- Firearm markets and marketing in Latin America
- Firearm markets and marketing in the Middle East and Africa
- The meaning of firearms to owners
- The gendered dynamics of firearms
- The influence of social movements, activists, and lobbyists on the firearm market system
- The (de)legitimation of culturally contested types of firearms or practices (e.g., assault style rifles, concealed carry)
- Personal, family, and community well-being and ill-being effects of gun ownership
- Psychological, sociological, and economic effects of firearm marketing
- The impact of firearm marketing on political extremism

- The role of government and the military industrial complex in firearm marketing
- Historical study of firearm brands, advertising, retailing, and consumption.

Submissions are due no later than **28 February 2023** at <http://mc.manuscriptcentral.com/jmk>. Please follow manuscript guidelines at <http://jmk.sagepub.com/> and be sure to indicate your manuscript is intended for this special issue.

Please direct any inquiries or expressions of interest to the special issue editor:

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Selected References:

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