

Citation for published version:

Peñaloza, L, Prothero, A, McDonagh, P & Pounders, K 2023, 'The Past and Future of Gender Research in Marketing: Paradigms, Stances, and Value-Based Commitments', *Journal of Marketing*, vol. 87, no. 6, pp. 847-868. <https://doi.org/10.1177/00222429231154532>

DOI:

[10.1177/00222429231154532](https://doi.org/10.1177/00222429231154532)

Publication date:

2023

Document Version

Peer reviewed version

[Link to publication](#)

This is the Accepted Author Manuscript for publication of the following article -

Lisa Peñaloza, Andrea Prothero, Pierre McDonagh, and Kathryn Pounders The Past and Future of Gender Research in Marketing: Paradigms, Stances, and Value-Based Commitments, *Journal of Marketing* 1-22
Copyright © 2023 American Marketing Association. Reprinted by permission of SAGE Publications.

Reuse is restricted to non-commercial and no derivative uses.

<https://journals.sagepub.com/doi/epdf/10.1177/00222429231154532>

University of Bath

Alternative formats

If you require this document in an alternative format, please contact:
openaccess@bath.ac.uk

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

The Past and Future of Gender Research in Marketing: Paradigms, Stances, and Value-Based Commitments

Authors

Lisa Peñaloza
Professor of Marketing
Department of Marketing and Consumer Relations
KEDGE Business School
T: +33 5 56 84 55 23
lisa.penaloza@kedgebs.com

Andrea Prothero
Professor of Business and Society
UCD Centre for Business and Society
University College Dublin
T: + 353 1 716 4737
andrea.prothero@ucd.ie

Pierre McDonagh
Professor of Critical Marketing and Society
Marketing, Business and Society Division
School of Management
University of Bath
T: +441 225 386 486
p.mcdonagh@bath.ac.uk

Kathrynn Pounders, Ph.D.
Associate Professor of Advertising
Stan Richards School of Advertising & PR
The University of Texas at Austin
T: +1 636-675-5831
kate.pounders@utexas.edu

Abstract

This systematic literature review enhances paradigmatic/metaphysic analyses by examining how value-based commitments, intellectual personae, and stances impact the diversity, relevance, and consideration of ethics in gender research published in the top-tier marketing journals over the past 30 years. Theoretical contributions: 1) explain how commitments to research values and practices constitute personae and particular stances towards research, 2) attribute value commitments to positivist/ quantitative as well as humanist/qualitative research, and 3) implicate stances that favor particular theories and procedures in the hierarchical development of gender research and its marginalization in our field. Recommendations elaborate the analytic, reflexive and administrative training and research activities that will foster and reward more relevant, accurate, and ethical research on gender in the marketing academy and in industry. This work is of interest to persons dealing with gender identities, communities, and social issues, those working for greater gender representation and participation in firms and civic organizations, and those concerned with leveraging better marketing research for a better world.

Keywords

Gender; Paradigm; Stance; Value-based Commitment; Marketing Strategy; Societal Insight; Systematic Literature Review

INTRODUCTION

The past, like the future, is indefinite and exists only as a spectrum of possibilities.

Stephen Hawking

How has marketing research considered gender, and why does it matter? In addressing these questions, this research employs the lens of stance theory and the method of a systematic literature review in assessing research on gender published over the past 30 years in the top-tier marketing journals. Over this time worldwide patterns of who and how we love, work, have and raise children, and care for aging parents have changed consumers' gender expressions remarkably, as have global social movements for market access, workplace equity, and positive gender representations in media and marketing. Examples of such changing gender expressions include the incidence and legality of gay/lesbian marriage and sex transitions in an increasing number of nations and the 56 gender identities inscribed on Facebook. Major global social movements include *#MeToo* and *#TimesUp* in the U.S. and the initiatives 'No Means No' in Brazil and 'Non – c'est Non!' in France.

As these changes in how consumers groom, dress, interact, and entertain have filtered through social and market contexts, marketers too have adapted in accommodating a broadening array of gender identities and practices. It is no longer surprising to see ads featuring working mothers assisted by stay-at-home fathers, men using cleaning products and wearing makeup, and retailers offering a range of gender-neutral products. Also spurring such innovatively gendered marketing activity is a mix of criticism, regulation (UK Advertising Standards Authority 2019), and industry led efforts addressing gender stereotypes (Unstereotype Alliance 2022).

What partly motivated this study were the concerns that the body of gender research has remained relatively small and located at the periphery of the marketing field, despite dramatic

changes in consumers' gender expressions and related marketing representations and activities. In examining the characteristics of published gender research, we employ Casler and du Gay's (2019) work on stances as our theoretical lens. From this work, we generate novel insights that emphasize the value commitments and practices that constitute the stances that research personae take towards research that impact its development. In addressing these insights, we focus on the value priorities and positions that researchers take towards research, including subjects and phenomena. As such, our work complements that of Deshpandé (1983) and Hirschman (1986), who focused on paradigms and highlighted the importance of ontological worldviews and epistemological procedures in knowledge production. In addition, we extend and update their work in recognizing more recent methodological and theoretical advancements pertaining to market phenomena overall and to gender specifically.

Our research methods follow the protocols of a systematic literature review (SLR hereafter, Breslin and Gatrell 2020; Post, Rikka, Gatrell and Prescott 2020), in profiling gender research in a data set consisting of all articles with gender content published from 1993 to 2021 in the top-tier marketing journals listed by the Chartered Association of Business Schools (CABS hereafter; See Web Appendix for a complete list of articles and journals). Analysis first evaluates the articles using analytical categories derived from paradigmatic/metaphysic criteria of gender phenomena, operationalization, scope, and orientation; and those derived from the stance criteria of value-based commitments, practices, research personae, relevance and ethics.

Discussion proceeds in comparing the disparate insights that each set of criteria provides into processes of knowledge production and substantive knowledge regarding gender. Bolstering this discussion are analytical and theoretical insights on gender from publications outside this data set, where these insights have flourished. The first theoretical contribution explains how

value-based commitments and practices constitute research personae, and how the stances personae take towards research limit its diversity and have cascading impacts on relevance and consideration of ethics. The second contribution updates Hirschman's (1986) work attributing values to only humanistic research by providing compelling empirical evidence of value-based commitments to theory, topics, and interests in positivist research. The third contribution is to knowledge of the hierarchical development of a research area, in this case gender studies in marketing, in elaborating how stances favor particular theories and research practices.

The paper concludes with recommendations for academic researchers and practitioners that prescribe analytic, reflexive and administrative training, and that call for institutional support and policies to foster and reward more diverse, relevant, and ethical research regarding gender specifically, and that pertaining to the field overall. In addressing these issues in academia, our work responds to research initiatives in this journal for Better Marketing for a Better World, and to challenges regarding gender conduct (Galak and Kahn 2021, Dobscha and Genmac 2021) and faculty performance (Krishna and Orhun 2022). In addition, we develop recommendations for industry marketing research that leverages value-based commitments, practices, and stances in addressing the treatment and representation of gendered persons and communities. Together, concrete analytical, pedagogic, and administrative training and policy in the marketing academy and in industry will stimulate and reward innovative, diverse gender research, and help accommodate all genders and promote their full potential in economies and societies.

CONCEPTUAL FRAMEWORK

The Paradigmatic and Metaphysic Roots of Early Gender Research in Marketing

Two papers planted an intellectual taproot for knowledge production in marketing and thus serve as the initial benchmark for our first research question, ‘What is the profile of gender research published in the top-tier marketing journals from 1993-2021?’ Deshpandé (1983) distinguished the emerging research characteristics of the *qualitative paradigm* based on sociology and anthropology, as commensurate with those of the well-established *quantitative paradigm* based on economics and psychology. To elaborate their work, characteristics of the qualitative paradigm featured a phenomenological approach, naturalistic observation and participation, subjective ‘insider’ perspectives and texts, inductive process, holistic scope, and emphasis on understanding while the quantitative paradigm featured controlled experiments, objective ‘outsider’ perspectives and measures, deductive heuristics, universalist scope, and emphasis on precise associations. Hirschman (1986) detailed the humanistic metaphysic emphasizing subjective, socially constructed realities and inquiry, epistemological interactions between researcher and phenomena, and concerns with value-laden, ideographic, and contextualized knowledge, as comparable to the positivist metaphysic emphasizing a single, objective, universal reality, independence between researcher and phenomena, and concerns with value-free and generalizable knowledge.

Deshpandé and Hirschman were not alone in leveraging philosophy of science approaches and terms to open up the field of marketing to glimpse novel phenomena and methods. At this same time and also in *JM*, Arndt (1985, p. 11) pointed to the dominance of the empiricist worldview and accompanying rationality, objectivity and measurement for neglecting important marketing issues, and elaborated the potential of alternative paradigms to “capture subjective experiences, conflicts, and liberating forces.” Similarly, essays in a book entitled

Changing the course of Marketing, edited by Dholakia and Arndt (1987), spelled out the restrictive power of the dominant paradigm and mapped numerous alternatives.

The theoretical openness encouraged in the work cited above, together with the legitimacy that Deshpandé (1983) and Hirschman (1986) provided for qualitative/humanistic methods, ushered in an initial wave of gender scholarship through the 1990s that applied culturally focused, critical, and feminist theories and methods in addressing a broadening range of gender phenomena. At this time Janeen Costa initiated a conference focused on gender, which continues biannually under the direction of the organization, Gender in Markets and Consumption (GENMAC). Synthesizing work from these conferences, Bettany, Dobscha, O'Malley and Prothero (2010), overviewed various gender subject positions, expressions, and related community formations that challenge as well as conform to social and market traditions. Published predominantly outside the top-tier journals, in books (Catterall, Maclaran and Stevens 2000; Otnes and Tuncay Zayer 2012; Maclaran, Stevens and Kravets 2022) and in journal special issues, including the *Journal of Marketing Management* (Arsel, Eräranta and Moisander 2015; Dobscha and Ostberg 2021), *Consumption, Markets & Culture* (Tissier-Desbordes and Visconti 2019), the *Journal of Macromarketing* (Gurrieri, Previte and Prothero 2020); and the *Journal of the Association for Consumer Research* (Coleman, Fischer and Zayer (2021), this rich and growing body of research on gender features a broadening range of poststructural discourse and practice theories, and institutional assemblage and intersectional theories in detailing gendered subjects, subjectivities, social domains and relations pertaining to consumer behavior and market activity. In the next section we draw from Casler and du Gay (2019) in elaborating novel elements and related insights into processes of knowledge production that complement and extend Deshpandé (1983) and Hirschman (1986).

Value-Based Commitments, Research Personae, and Stances

Casler and Du Gay (2019) draw from the work of Ian Hunter, Bas Van Frassen, and Pierre Hadot in developing the constructs of value-based commitments, intellectual personae, and stances. Motivating the authors were concerns with a concentration of theory and research on certain topics while neglecting others; the failure to address pressing social and political challenges; a lack of ethical consideration; and irreconcilable paradigmatic differences. To define their key terms, *value-based commitments* refer to the priorities, attitudes, and proclivities that orient researchers, *intellectual personae* consolidate the subject position(s) that researchers constitute as they carry out scholarly work, and *stances* refer to particular positions and modes of engagement in and towards research. Further, constructs related to each of these terms are shaped and reinforced by *intellectual conditioning* in the form of scholarly training and practice.

Casler and Du Gay (2019) utilize Hunter's (2006, 2014) work on the metaphysical dispositions and institutional contexts and conditioning that cultivate and transform scholars into intellectual personae. Notably, intellectual personae gain professional reputation and status by becoming useful to the elite who benefit from their competencies. In 17th century Rome, the time that Hunter writes about, intellectual personae included experts in the emerging professions of education, medicine, and law, respectively. Extrapolating from Hunter, the scholars emphasize how exploring phenomena for business interests 'cultivates' the stances of intellectual personae, as technical training and research conduct normalize particular values as 'common sense' when they are accepted in an academic field. Following this work, we consider research on gender as a performative and pedagogic means of shaping intellectual persona in the field of marketing.

In turn, Casler and du Gay frame philosophy as a way of life, in deploying Hadot's work (1995, p. 265) in casting scholarly conduct and training as a mode of existing-in-the-world that is

to be practiced on a daily basis. Drawing on Hadot's account of Greco-Roman scholars, Casler and du Gay (2019, p. 75) emphasize that scholars learn in practice and training to work and live in ways consistent with their philosophical school. As contrasting examples of the value-based commitments espoused in marketing thought and training that impact professional and personal stances, we point to Ries and Trout's (1986) textbook, *Marketing as Warfare*, which exhorts students and managers to "beat" competitors and "win over" customers, in comparison to ecofeminist principles emphasizing collaboration with employees and consumers, and conciliation with competitors and the natural environment (Dobscha and Prothero 2022).

Inspired by van Fraassen (2004), Casler and du Gay (2019, 47-48) emphasize that stances configure intellectual personae implicitly and explicitly, as a function of research techniques, findings, and recommendations, and include values and ethical dimensions that tend to be missing in paradigmatic doctrines and ideologies. Further, the scholars anticipated that stances could traverse paradigmatic traditions when combining aspects of more than one, which offers promise in transcending paradigmatic divides. We demonstrate this traversal in the findings.

To summarize, Casler and du Gay (2019) draw attention to value- and practice- based commitments to research activity that shape intellectual personae as they conduct and view research in particular ways and for particular interests. Further, the normative recommendations that intellectual personae establish in relation to who and what they study are as important as these technical rules, as the scholars emphasize a moral dimension to the value and practice commitments espoused by intellectual personae. This 'intelligibility-in-the-world' links stances to ethical problems and potential solutions. In employing these insights from Casler and du Gay (2019), we pose the second research question, 'How do value-based commitments impact relevance and consideration of ethics in the published research on gender in marketing?' In

addressing this question, we consider the treatment of traditional as well as diverse gendered persons, roles and activities, and realities. In the next section we explain our research methods.

METHODS

We first profiled gender research according to its coverage of topics, and then in using paradigm/metaphysic and stance criteria. Because seminal papers on gender were published in 1993 (Hirschman 1993; Stern 1993; Bristor and Fischer 1993) the dataset begins then. We chose the SLR method because it is well-established in the fields of marketing and management for identifying core topics and assessing their development (Breslin and Gatrell 2020; Post et al. 2020; Tranfield, Denyer and Smart 2003). We began by using search engines and key terms to identify articles on gender in marketing journals, as customary in SLR studies, but soon realized that the title, keywords and abstract of many articles did not contain sufficient information on gender, neglected papers we were familiar with, and did not address journal rankings.

To overcome these limitations, we sought a suitable list of journal rankings and opted to manually identify papers on gender in a subset of its marketing journals during the specified time period. We selected the journals ranked four*, four and three in the Academic Journal Guide furnished by the CABS because this list features most journals used in faculty evaluations in most nations across business disciplines, including marketing, and due to its broad scope including theory, methods, practice and policy. Two authors separately and systematically reviewed each issue in 20 journals via university databases, and selected only those articles in which gender was a central component. They then collated a complete list of articles from the two searches, adding three Web Appendix A papers both manual screenings missed. One of the

two authors then re-reviewed each issue of each journal. This resulted in a total of 635 papers. A complete list of the articles is provided in the Web Appendix.

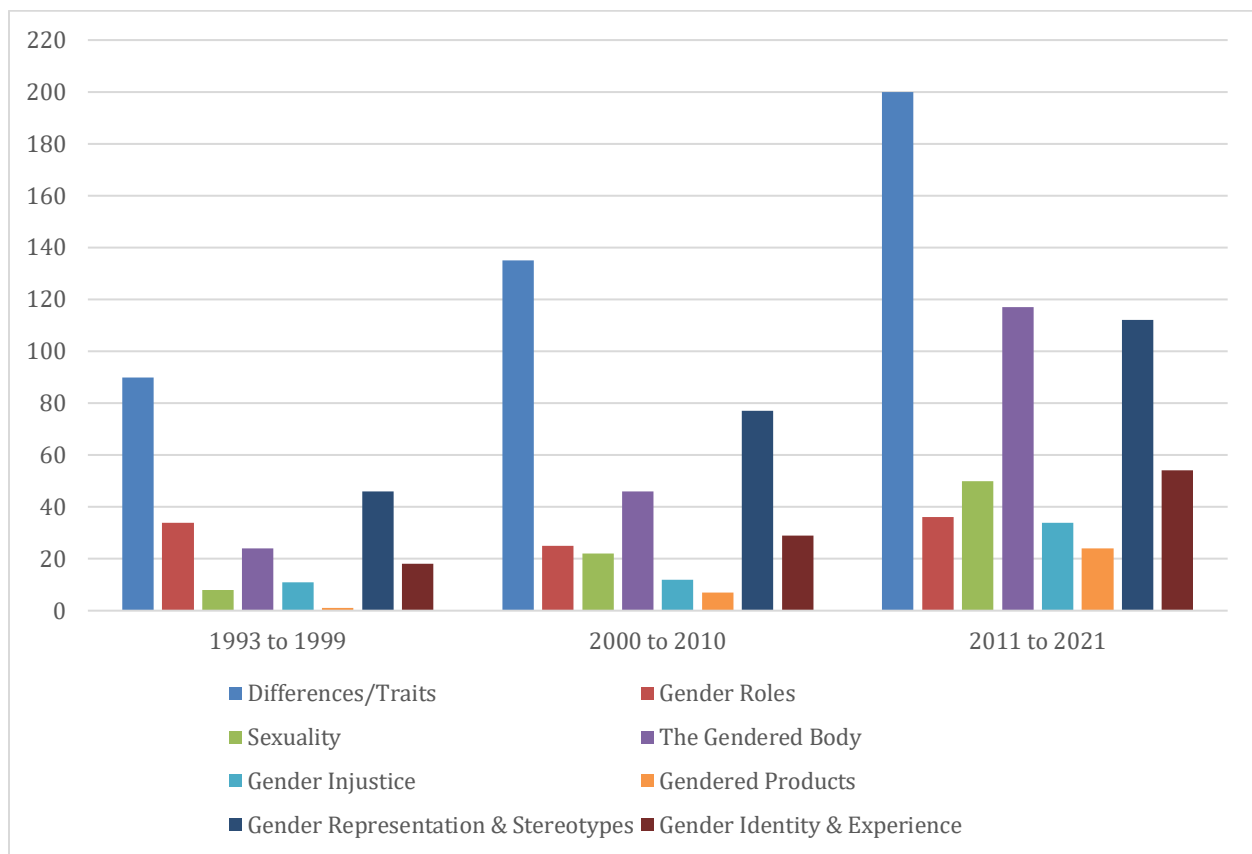
Subsequently, we followed SLR research protocol for data extraction and reporting (Tranfield et al. 2003). We first analyzed the articles for their coverage of *gender topics* (sex/gender differences/traits, representation and stereotypes, the body, gender identity and experience, roles, sexuality, gender injustice, and gender attributions to products/brands), *types of research methods* (quantitative, qualitative, mixed, conceptual) and *samples* (convenience, dataset, purposive) and *marketing topics* (consumer behavior, marketing communications, strategy, global marketing, channels and logistics, and marketing organization; topics gleaned from Kotler and Keller's 2015 popular marketing textbook).

We then derived analytical categories in utilizing paradigmatic/metaphysic criteria (Deshpandé 1983; Hirschman 1986) and stance criteria (Casler and Du Gay 2019). Paradigmatic/metaphysic criteria included characteristics of gender subjects/phenomena, operationalizations of gender categories and characteristics, and research scope, as evident in the methods section of the papers; and orientation to firms, personal wellbeing and societal interests, as evident in their discussion and recommendations. Stance criteria included value-based commitments to paradigm/metaphysics, theory, topics and areas, interests, and agents, and to research practices including operationalizations and measures, presentation of research to informants/respondents, and contextualization of findings; research stances; and impacts on practical relevance and ethical considerations regarding socioeconomic formations and institutions, gendered systems, and gendered persons. We note that value commitments and stances typically appear in the literature review and discussion, with regard to theoretical framing and treatment of previous research; while commitments to research practices appear in the methods section. In turn, the

stances researchers take towards particular theories, operationalizations and measures, and interests appear subtly in the discussion and recommendation sections. Finally, we conducted a citation analysis using Google Scholar for additional insight into the impact of value- and practice-based commitments and stances in the body of research published on gender.

SYSTEMATIC LITERATURE REVIEW RESULTS

Figure 1: Gender Topics By Year



Bibliometric Findings on gender topics, methods, marketing topics, and citation analysis

The subject of gender is found in 2.8% of the total number of articles published from 1993-2021 in the top-tier marketing journals listed by CABS (See WTable 1 in Web Appendix B). Gender receives most coverage in the Journal of Advertising (6.8% of papers), followed closely by Psychology and Marketing, Journal of Consumer Psychology, Journal of Public Policy and Marketing, Journal of Consumer Research, and Marketing Theory.

Figure 1 depicts the frequency of gender topics over three time periods: 1993-1999, 2000-2010, and 2011-2021 (See Figure 1). Overall, the majority of papers focus on gender differences/traits (35%); followed by gender representations and stereotypes (19.4%), the gendered body (15.4%), gender identity and experience (8.3%), gender roles (7.8%), sexuality (6.6%), gender injustice (4.7%), and gendered products and brands (2.6%) (See WTable 2 in Web Appendix B). Although the volume of gender research has increased over time, the focus remains largely on gender differences/traits.

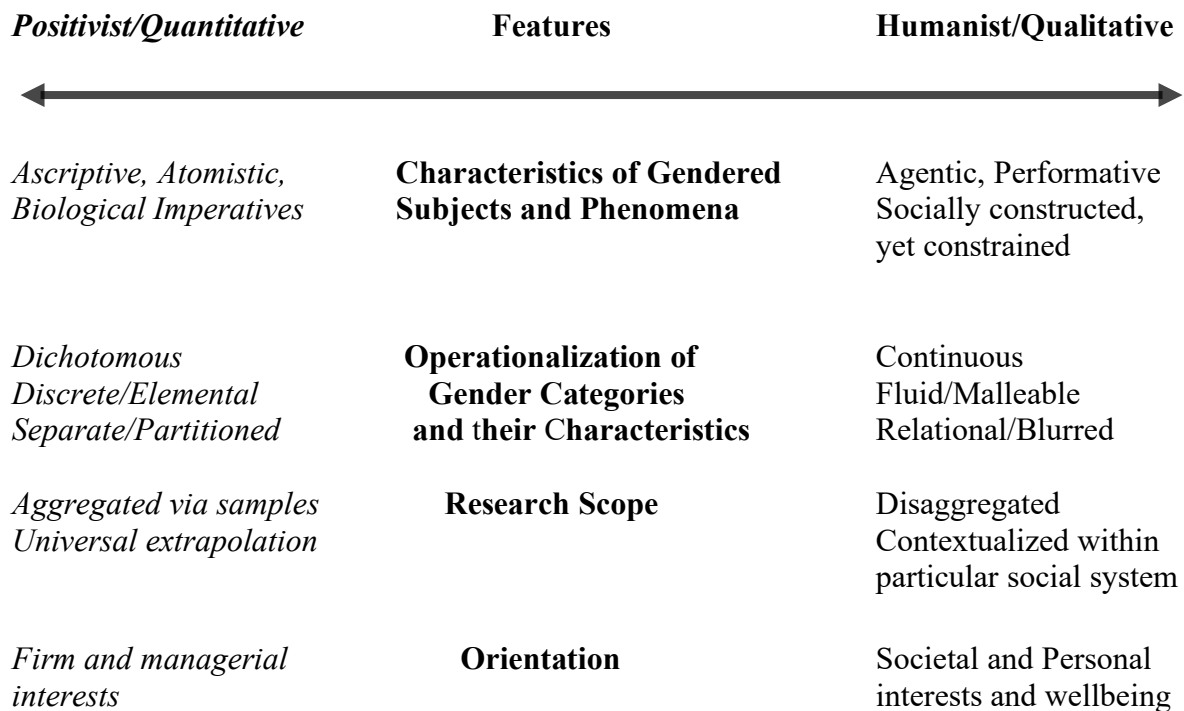
Analysis of research methods shows that a majority of the papers use quantitative methods (69.3%), followed by qualitative methods (19.4%), conceptual pieces (8%), and mixed methods (3.3%) (see WTable 3 in Web Appendix B). Additionally, 87.3% of the quantitative papers rely on convenience samples, of which 41.2% are student samples (see WTable 4 in Web Appendix B). Regarding the type of research methods and samples employed in examining specific gender topics, quantitative methods predominate all gender topics except gender identity and experience (see WTable 5 in Web Appendix B), and convenience samples predominate in quantitative studies for all gender topics (see Wtable 6 in Web Appendix B).

We then analyzed the coverage of marketing topics in the articles. The majority of papers focus on consumer behavior (48%), followed by marketing communications (21.6%), marketing

strategy (18.7%), distribution and channels (5%), global marketing strategy (4.4%), and marketing in the organization (2.3%) (see Wtable 7 in Web Appendix B).

Finally, the citation analysis lists the 50 most cited papers (See WTable 8 in Web Appendix B). As in the data set overall, the majority of the articles use quantitative methods. However, 18 of the top 50 cited papers use qualitative methods, which is almost double their percentage in the dataset (19.4%). It also is noteworthy that many of the top cited articles use gender as a context in examining consumer behavior and marketing constructs, rather than study gender as the primary phenomenon of interest. For example, Dowling and Staelin (1994) focus on risk perception, while Donthu and Garcia (1999) study online shopping behavior, and Till and Busler (2000) relate physical attractiveness to brand strategies.

Figure 2 – Paradigmatic/Metaphysic Profiles of Gender in Marketing Research*



*Reading from left to right in the order of prevalence in the dataset.

Paradigmatic Analysis

The paradigmatic profile of gender research highlights characteristics of gendered subjects/ phenomena, operationalizations, research scope, and orientation (see Figure 2). In italics to the left side of Figure 2 is an overview of gender according to quantitative paradigm/positivistic metaphysic criteria. Gendered subjects are treated as ascriptive and distinct in following biological imperatives. For example, Nepomuceno, de Aguiar Pastore and Stenstrom (2016) attribute men's romantic gift-giving when trying to retain a relationship, to masculinized finger ratios that result from prenatal exposure to testosterone. In an example emphasizing sex differences and biologically-based masculine/feminine traits and behaviors, Kurt, Inman and Argo (2011) treat agency as a male characteristic and community as a female characteristic in examining differences between men and women in shopping with a friend.

The right side of Figure 2 represents the qualitative paradigm/humanistic metaphysic, in featuring the agency of gendered subjects and their performative capabilities, as constrained by social norms. In a poststructural example, Thompson (1996), one of the top 50 cites from our dataset, shows how professional working mothers juggling childcare and housework are further constrained by conflicting cultural gender ideals and beliefs in crafting a feminine identity in consumption. Papers that address gender performance elaborate the enactment of gender in relation to social roles and scripts. In an example of postmodern feminism, Joy and Venkatesh (1994) examine women's production and consumption of gender in body rituals. In another poststructural example, Thompson and Üstüner (2015) demonstrate how roller derby girls selectively incorporate some feminine beauty practices and standards, even as they reject those pertaining to insecurity about their body and deference to others. These articles convey gender as a social construction in the way consumers and marketers collaboratively reproduce and modify

gender categories as they interpret, enact, and regulate its features over time. For instance, Kates (2002), another top cited paper, elaborates gay men's consumption politics, as they favor brands that support their community, and engage in collective action against those that denounce it.

Regarding the operationalization and measurement of gender characteristics, quantitative/positivist studies use dichotomous male/female categories and masculine/feminine variables, with a focus on separate and mutually exclusive characteristics. For example, Santana and Morwitz (2021) explain that men pay less in pay-what-you-want situations due to their agentic orientation, while women in such situations pay more due to their communal orientation. These papers tend to focus on binary sex differences and reduce gender to sex by collapsing gender traits and characteristics into dichotomous male/female categories. As further examples, Jaffe and Berger (1994) characterize men as more likely to engage in 'masculine' cooking than 'feminized' cleaning, while Tellis, Yin and Bell (2009) 'gender' innovation stimuli, for high-tech products and cars for men, and for cosmetics, groceries and household appliances for women. In contrast, qualitative/humanistic studies accommodate consumers' varied gender positions and expressions over time and across places. For example, Peñaloza (1994) detailed marketing research challenges in accommodating consumers' 'gender crossings' in dress, bodies either born with male and female characteristics or biologically enhanced with hormonal supplements and surgery, intimate partnering, and household formation. More recently, Wolf, Albinsson and Becker (2015) explore how women empower themselves in engaging in spheres of DIY activity considered to be masculine.

Regarding scope, quantitative/positivistic research is extended universally, based on aggregated findings from a sampled population. In one of the most extensive examples, a study in 11 countries on the evolutionary predispositions of males to think in abstract systems and

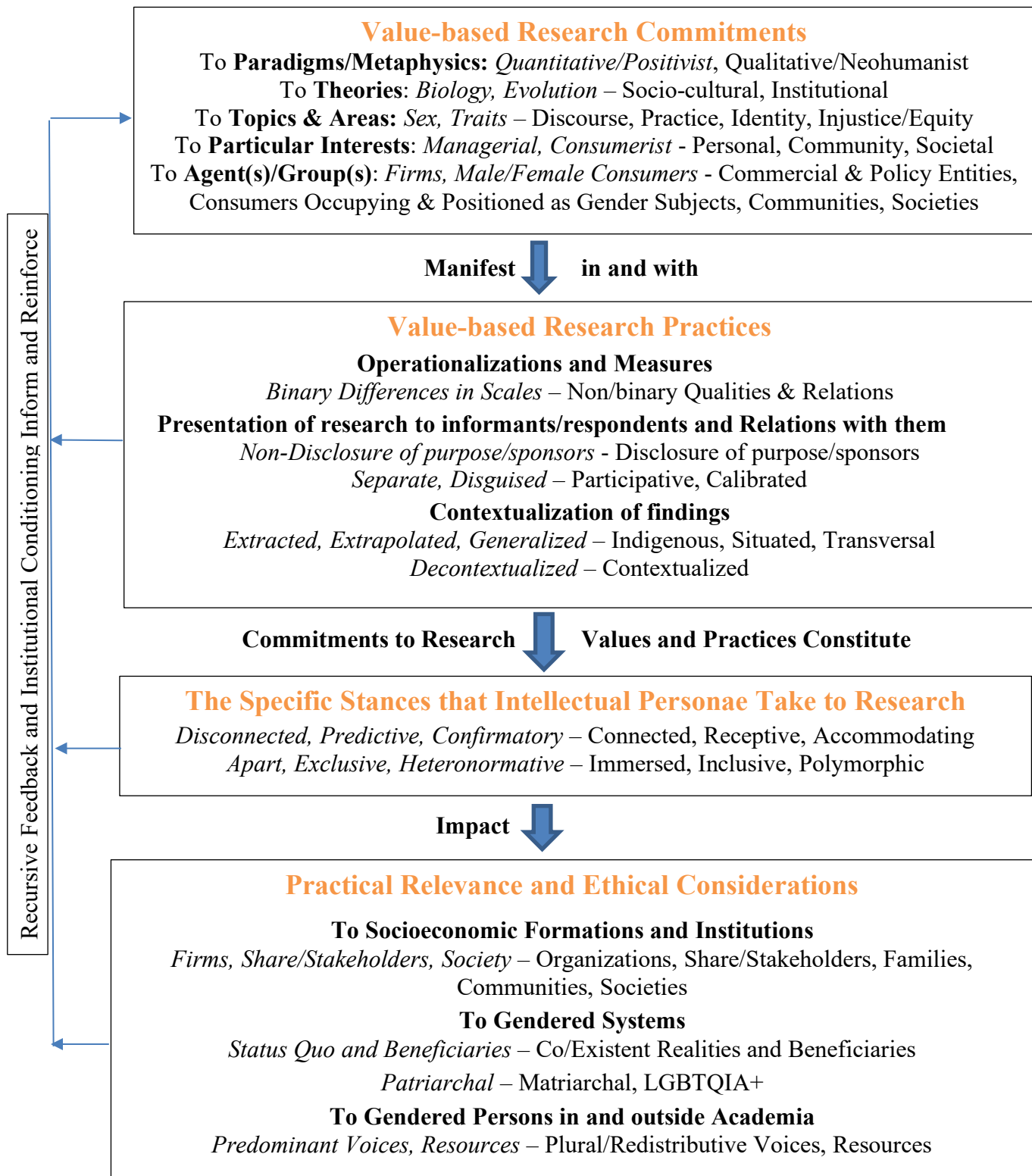
females to empathize, Dennis, Brakus, Ferrer, McIntyre, Alamanos and King (2018) explain that when shopping, men behave like ‘hunters’ and shop quickly in order to satisfy specific needs, whereas women shop like ‘gatherers’ in their focus on hedonic and social aspects of shopping. In contrast, qualitative/humanistic gender research situates its findings within relational gendered social system(s). For instance, Hopkinson and Aman (2017) provide an account of how rural mothers participating as entrepreneurs and distributors in Unilever’s Shakti program empower themselves within a traditional, male dominant gender system in India.

Finally, regarding orientation, quantitative/positivist papers focus predominantly on firm and managerial interests. For example, Otterbring, Ringler, Sirianni and Gustafsson (2018) relate the physical dominance of male retail employees to men’s spending patterns, and counsel retailers to favor such employees to enhance sales. Qualitative/humanistic papers show a greater tendency to address societal/ personal wellbeing. For instance, Hui, Krishnamurthy, Kumar, Siddegowda and Patel (2020) examine the role peer education outreach programs play in helping to reduce sexually transmitted infections in developing countries. While we highlight papers that typify these paradigmatic/metaphysic criteria, we add that some papers address both societal and firm gain. For example, Hasford, Kidwell and Lopez-Kidwell (2018) examine consumers’ decisions for food when dating and in romantic relationships, and develop implications to promote food choice and for policy to enhance relationships and well-being.

Value-Based Commitments and Stances Impact Knowledge of Gender

In applying insights from Casler and du Gay (2019), we first identify value commitments to paradigms, theories and methods that form stances, and then explain their respective impacts on knowledge production regarding gender, and discuss the relevance and consideration of ethics in

FIGURE 3
Value Commitments, Practices and Stances in Gender Research



such knowledge production (see Figure 3). We note that these findings build on the paradigmatic/ metaphysic analyses encapsulated in Figure 2.

Value-based Research Commitments to Particular Theory. Three substantive theoretical perspectives are prevalent in the data set. Biological and evolutionary psychology theories are prevalent in quantitative/positivist work, while socio-cultural and institutional theories are prevalent in qualitative/neohumanist research.¹ Each theory highlights certain aspects of gender.

Biological Theories. Biological studies emphasize body characteristics in relation to masculine/feminine traits, gender roles, and sexuality that in turn determine responses to marketing stimuli. In these studies gender roles, traits and behaviors are attributed to biological sex differences between males and females. For example, in a laboratory experiment exposing respondents to undetectable levels of the human pheromone, androstanol, Ebster and Kirk-Smith (2005) show men's evaluation of magazines to be enhanced when cued to view them as masculine. Thus, differences in consumption and market behavior are attributed to the disparate physical, hormonal and chromosomal make-up of males and females.

Evolutionary Theories. Papers employing evolutionary psychological theories of gender borrow from the field of sociobiology in emphasizing human behavioral and psychological adaptations to environmental pressures and patterns as the basis for consumer evaluations, decision making, and responses to marketing stimuli. As with biological theories, this research utilizes quantitative methods in distinguishing gender traits, roles, and behavior; body shapes, and sexuality. For example, Saad (2004) attributes to males' positive responses to attractive women in a decorative role in advertisements to their evolved sexuality. In another example,

¹ We use the term neohumanist to encompass theoretical advancements since Hirschman (1986). While technically many of these later theories are posthumanist in decentering the human subject, conventions in top marketing journals recenter human subjects by requiring recommendations for consumers, marketers, firms, and/or policy.

Wang and Griskevicius (2014), one of the top 50 cited articles in our data set, investigate women's use of luxury handbags to deter other women as rivals to their romantic relationships.

Socio-Cultural Theories. Socio-cultural theories view gender as performance, and tend to use qualitative methods in examining how persons re/produce malleable and relational gender categories in discourse and practice in ways that constitute gender subjects and systems. These theories are most common in studies of gender stereotypes, the body, and the lived experience of gender. At the time Hirschman (1986) was writing, humanist theories predominated, including social constructivist theories that emphasize representations of gender and how persons interpret and enact gender subject positions, roles and identities in consumption and market activity. A more recent example is Gentry and Harrison's (2010) analysis of how representations of men and fathers in advertising retain and reproduce masculine conventions and ways of being.

Poststructural theories decenter the human subject in emphasizing how discourse and practice form socio-cultural patterns of thought and action that coalesce in shaping complex and diverse gender subject positions that change over time and vary across cultures. These theories initially diffused in the mid 1990s and are increasingly common today. For example, Thompson and Hirschman (1995) examine how historically patterned cultural discourses and practices shape women's body images in consumption, as distinctions between self and body are internalized and naturalized. Feminist poststructural theories and methods emphasize women's voices, experiences, and interests (Bristor and Fischer 1993), with attention to both women and men in relational gender systems. A recent example is Hein, Steinfield, Ourahmoune, Coleman, Zayer and Littlefield's (2016) transformative gender justice framework that considers the structural, agentic and socio-cultural forces that contribute to gender injustice to women and men, and proposes remedial action in markets and by marketers. We also include in this rubric

post-humanist studies that elevate creatures, material elements, and the natural and technological environment to a level comparable to humans to better understand the agency of each and their effects on each other, such as how persons conform to gender categories via surgical interventions (Askegaard, Gertsen and Langer 2002; Peñaloza 1994).

Institutional Theories. Institutional theories illuminate subject positions and their interests in consumption and marketing activity at a macro level, to include socio-cultural, economic, and material configurations, such as the family, nation, firm, market, and industry. An early example is Bristor and Fischer's (1993) use of poststructural feminist theory in identifying masculine gender biases in consumer research. In other examples, Coskuner-Balli and Thompson (2013) show how stay at home fathers utilize consumption practices in gaining cultural legitimacy as fathers in this feminized domain, while Scaraboto and Fischer (2013) investigate how bloggers work with fat activists in lobbying designers and retailers to offer larger sized clothing for women. In a more recent example, Epp and Price (2018) use assemblage theory in examining the gendered tradition of care and how food traditions and rituals reproduce family relations.

Value-Based Commitments to Research Practices. Value-based commitments to research practices stem from commitments to theory and manifest in the operationalization and measurement of gender categories and characteristics, in the presentation of research to respondents, and in the contextualization of findings. The majority of articles operationalize gender in terms of sex, and use discrete, binary male/female categories to measure difference, as consistent with the quantitative research conventions depicted in italics in the left column in Figure 2. For example, Kwak, Puzakova and Rocereto (2015) take a biological approach to gender in assigning communal traits to women and agentic traits to men to examine consumer responses to price fairness. The practice of confusing gender and biological sex remains common

(e.g. Nikiforidis, Durante, Redden and Griskevicius 2018), despite repeated explanations differentiating the two (Fischer and Arnold 1994; Meyers-Levy and Loken 2015).

Common binary measures in this work categorize respondents as either male/masculine or female/feminine in using the Bem Sex Role Inventory (1974; BSRI hereafter), agency-communion scales (Bakan 1966), and Deaux and Major's (1987) social psychological scale. For example, Winterich, Mittal and Ross (2009) assess gender identity using the BSRI in evaluating the moderating effect of gender identity in consumers' charitable donations. At times this work persists in comparing discrete male/female measures or combining them with heteronormative assumptions despite empirical evidence. For example, in a study of online shopping, Dai, Arnulf, Lao, Wan and Dai (2019, p. 359) suggest that "women may pretend to act like men in filling in the questionnaire" to explain their lack of observed differences between men and women.

As depicted in the right column of Figure 2, the research practices that correspond to neohumanist theories operationalize gender phenomena as continuous, and at times fluid. Qualitative measures derive patterns in visual and discursive symbols, activities, and ritual practices in documenting the capabilities and characteristics of gendered subjects, to include their dealings with socialized gender ideals and activities. For example, Üstuner and Holt (2007) elaborate how migrant women living in a Turkish squatter settlement establish their identity in relation to their mother and members of that community. Neohumanist work further emphasizes relational aspects of gender as manifest in consumption and markets as intricately related institutional systems. For instance, Epp and Velagaleti (2014) unpack the tensions that parents experience in complex, market-based assemblages when they outsource caregiving activities. Other studies address problems with heteronormative gender assumptions and related binary measures, and embrace alternative gender manifestations and expressions. As examples,

Timming, Baumann and Golan (2020) elaborate the discrimination gender fluid job applicants experience in a front-line services environment, while Beetles and Harris (2005) show that androgyny explains some consumers' responses to female nudity in advertising.

As with operationalizations and measures, the practice of explaining research to those studied, or not doing so, stems from paradigmatic/metaphysic concerns. In experimental work it is common to withhold and even disguise the purpose of the study to avoid respondents' awareness as source of bias. For example, in a study of the impact of the human pheromone Androstenol on product evaluations, Ebster and Kirk-Smith (2005) exposed a sample of students to masks treated with 0.3ml of the pheromone, without stipulating the presence of the pheromone. We address ethical concerns with these practices later in the paper; here we note some papers that preclude informed consent even when subjecting respondents to potentially sensitive social issues and chemical stimuli. In neohumanist studies, it is common practice to inform those being studied of the focus and use of the research. As Ozanne and Saatcioglu (2008) explain, consumers' and marketers' informed decisions to participate depend on accessible information about the topic, analysis, and how findings will be used.

Finally, we address divergent practices of relating findings to the contexts from which data are drawn and for which they will be applied. Quantitative/positivist work claims to value large sample sizes, and random or stratified respondent selection. However, the majority of quantitative papers in the dataset employ small samples. For example, Dowling and Staelin (1994), the most cited paper in the dataset, is based on a convenience sample of 74 Australian women. Conversely, qualitative/neohumanistic practices value variability in the perspectives and life conditions of informants to achieve an accurate representation of their lived realities. In addition, qualitative/neohumanist values encourage researchers to consider and explain how

socio-cultural discourses and practices shape consumers' gendered understandings of their body shapes, identities, and/or self-images (e.g., Thompson and Hirschman 1995) and how researchers' experience brings different frames of reference to analytical efforts and yields valuable theoretical and substantive insights (e.g., Lindridge, Peñaloza and Worlu 2016).

Research Personae and their Stances. Value-based commitments to theory, topics, interests, and agents cultivate researchers as intellectual personae. The personae constituted in positivist/quantitative values and practices are detached, in the sense that researchers distance and separate themselves from their research and from respondents in conducting studies. For example, Puccinelli, Chandrashekar, Grewal and Suri (2013) use experiments featuring heuristic cues in the form of the color red in advertisements to examine gender differences in price perceptions. In contrast, the research personae produced in commitments to qualitative/neohumanist values and practices acknowledge inextricable connections to their research and to those they study. At times, this work includes researchers' experiences as data. For instance, in their ethnographic study of those pursuing parenthood through the use of in vitro reproductive technologies, Fischer, Otnes and Zayer (2007) include two authors' direct experiences with infertility treatments. The work leveraged understanding and empathy with a societal focus in addressing service provision of medically assisted fertility in families.

As importantly, research personae take particular stances in regard to research, theirs and others. Positivist/quantitative operationalizations support stances that emphasize testing theory-informed logic, and predicting future outcomes based on generalizable findings. Continuing with the Puccinelli et al. (2013) example above, we emphasize their research stance in assessing and predicting gender differences in price perceptions. At the other end of this spectrum, research personae carrying out qualitative/neohumanist research take receptive stances in building and

adapting theory by accommodating the experience and perspectives of informants. Continuing with the Fischer et al. (2007) example above, we emphasize how their research stance favors experience-near operationalizations, including their recognition of the vulnerabilities of informants and the traumatic nature of expensive and often failed fertility treatments in generating theoretical insight regarding the concept of consumers' persistence.

Practical Relevance and Ethical Considerations. Regarding relevance, we note that measures of the *differences* between M/F sex and masculine/feminine gender categories yield a partial account of the properties of both sexes and genders as they ignore similarity. Further, such studies rely on findings from particular circumstances as the basis for generalizations. As problematic, most of the quantitative papers that use biological and evolutionary theories in operationalizing gender in terms of ascriptive, elemental male/female sex characteristics *work in reverse* by locating remnants of earlier physical and psychological masculine/feminine gender traits and behavior in the present, and not by elaborating changes since then.

Also regarding relevance, by far most quantitative/positivist and some qualitative/neohumanist papers with gender content that have been published in the top-tier CABS marketing journals follow journal conventions in orienting the study primarily to the interests of marketing managers and firms, and so we highlight a few papers that focus solely on consumers/society and combine a focus on both business and consumer/social interests. Examples of quantitative/positivist research include Busse, Israeli and Zettermeyer's (2017) study of price discrimination against women in the provision of auto repair quotes, and Mengüç's (1998) addresses the earnings gap between male and female sales managers. An example of qualitative/neohumanist research with an emphasis on policy is Umashankar and Srinivasan's (2013) account of interventions that help individuals rescued from sex trafficking. An example of

qualitative/neohumanist work that combines firm and consumer interests is Harrison, Moisio, Gentry and Commuri's (2021) study of consumer socialization in single-father households, which acknowledges their scarce resources while guiding marketers in developing advertising appeals to single fathers.

As in other business disciplines, the focus on business interests and problems has a long tradition in the marketing academy. Tadajewski (2006) chronicles the roles of the Marketing Science Institute and the Ford Foundation in encouraging marketing researchers to adopt the positivist, scientific tenets and quantitative methods that would later predominate in our field. The definitive nature of quantitative findings appealed to researchers then, and continues to do so now, although it can eclipse limitations in dealing with uncertainty and dynamism, qualities of gender and socio-market situations that lend themselves to accommodating qualitative methods.

Conversely, several top-tier CABS journals broadened their focus early on to address the negative impacts of marketing/advertising (JM, EJM), while others were started that examine consumers, consumption, and societal interests as topics in their own right (JA, JCR in the 1970s; P&M, JPPM in the 1980s; JCP in the 1990s). Through the 1990s with increasing recognition of businesses' social responsibilities, and in the 2000s with the surge in transformative consumer and marketing research, both quantitative/positivist and qualitative/neohumanist research on gender that focuses on societal interests and gender systems has increased. An early quantitative/positivist example is Hankin, Firestone, Sloan, Ager, Goodman, Sokol and Martier's (1993) study of the impact of alcohol warning labels on drinking during pregnancy; more recently, Venugopal and Viswanathan (2021) examine women entrepreneurs' agency with attention to consumption constraints in subsistence contexts. An early qualitative/humanist example oriented to gendered systems is Hirschman's (1993) feminist

marxist critique of ideology in consumer research and in the marketing academy that identifies and strives to counter masculine perspectives and interests; more recently, Maciel and Wallendorf (2021) examine how knitting practices and use of space revalue feminist identity and understandings of domesticity.

Finally, we highlight the absence of ethical consideration in much of the research in the dataset. While this absence is consistent across consumption/marketing areas, it is particularly problematic in gender research. Illustrative examples advance managerial and business interests, with little or no attention to the effects of the findings and recommendations on gendered respondents or society as a whole. For instance, based on findings that Chinese women evaluated advertisements featuring thin models more favorably than those with heavy models, regardless of race, Keh et al. (2016) advise marketers to feature thin models in their ads. In another example, Lin, Hoegg and Aquino (2018) find a negative relation between the physical attractiveness of food servers and positive consumer evaluations, and recommend that restaurant managers monitor employee attractiveness. Our concern is that such unqualified recommendations for managers can harm personal well-being, and perpetuate gender stereotypes in society and in the workplace. Examples of the few qualitative/neohumanist papers that examine the ethical effects of consumption and marketing activity on gendered persons and to gendered realities include Askegaard, Gertsen and Langer's (2002) study of the impact of cosmetic surgery on women's self-esteem, and Östberg's (2010) account of how representations of idealized penis size in advertising foster anxiety regarding the body and masculinity.

DISCUSSION, THEORETICAL CONTRIBUTIONS AND RECOMMENDATIONS

A Tale of Two+ Genders and Disparate Reality Effects

Results from the paradigmatic/metaphysic analyses that forms the basis for Figure 2 show two disparate accounts of what gender is and how it operates in markets and societies that collapse into two markedly different and coherent gender ‘worlds.’ In one, gender manifests as discrete, sex-based, binary consumption and market differences. In the other, gender manifests along continuous spectra that vary across times and places, as people inhabit bodies and social positions and domains that they shape in conforming and transgressing activities in consumption and markets. Indeed, the logic of reducing gender to sex is consistent with attributing to sex the distinct features and ways of being displayed by each of the two sexes; as that of agency is consistent with socio-cultural gender properties and variability in expression and institutions.

Our analyses examine these differences rather than attempt to reconcile them, as we concur with Hirschman’s (1986) and Deshpandé’s (1993) observation of the futility of doing so. Extrapolating from these findings, we emphasize that both intellectual communities provide empirically grounded accounts of gender phenomena that are happening *at the same time*, and thus we are concerned with relations between the two bodies of work and the persons who produce them. That is, traditional M/F sex, roles, and ways of being exist in societies and markets *alongside* gender blurring, crossing, and coping. We note further that researchers who employ quantitative/positivist binary measures inevitably cast non-binary phenomena outside their domain of interest and expertise. The converse does not hold, as researchers who employ qualitative/humanist metaphysic constructs use them to examine non-binary gender phenomena, as well as the traditional gender roles and expressions that people creatively assemble and challenge. Figure 3 generates further insight into this tale and the potential for cross-overs within it by deciphering the value commitments, research practices, and stances of intellectual personae,

and attending to matters of relevance and ethics manifest in gender research. Below we elaborate how analyses of the values and stances in research extend and complement analyses that emphasize paradigmatic/metaphysic world views and related research methods.

Theoretical Contributions

Theoretical contributions extrapolate from the SLR findings and analyses in: 1) articulating the overlooked roles of commitments to values and practices, intellectual personae, and stances as sociology of knowledge processes, 2) recognizing value-based commitments in quantitative/positivist research, and 3) detailing the hierarchical effects of knowledge production in shaping and favoring particular research processes and accounts of phenomena.

Advancing Sociology of Science in Marketing. Juxtaposing Figures 1 and 2, we note that stance criteria extend and complement the insights generated with paradigmatic/metaphysic criteria by implicating researchers more directly in the progression from commitments to values and practices in research, to personae and stances, and to the reality effects of research. We also elaborate how the knowledge produced in research, in this case, regarding gender phenomena, plays out in the understandings of gender that underlie actionable recommendations and actual marketing strategies that affect gendered persons and their lived realities. Marketing researchers do much more than produce and disseminate knowledge regarding gender. In describing 'what is,' our research plays a key role beyond market targeting. By documenting and reproducing the categories that consumers and marketers use to understand gender expression and behavior, and to enact gender in societies and economies, marketing research shapes 'what will be.'

In proceeding from the constructs in Figure 2 to those in Figure 3, we further emphasize that marketing research normalizes disparate accounts regarding what gender is and does, and that such accounts serve as the guiding parameters for divergent strategies. Ultimately, the two research-based gender ‘worlds’ merit scrutiny for which ones are livable, how they are lived, and by and for whom, in evaluating their relevance and consideration of ethics.

Values in Positivist/Quantitative Marketing Research. Our second contribution qualifies Hirschman’s (1986) characterization of the metaphysical tenets of positivist work as objective and value-free, and those of humanist work as subjective and value-laden. Our analyses of value-based commitments to specific theories; methods, including measures, data collection, and relating to participants; and interests provide compelling evidence that conducting research — positivist as well as neo/humanist — is *not* a value-free endeavor. These findings detail cascading effects of value-based commitments to theory, methodological practices, and interests in constituting personae, and of stances pertaining to research on knowledge production.

The constructs of value-based commitments, personae, and stances are valuable tools that generate further insight into processes of knowledge production as they structure an academic field. The point is not that those carrying out positivist/quantitative research naively believe that their research truly is value-free. Rather, we direct attention to shortcomings in the process by which positivist researchers are trained to achieve the objectivity long characterizing their paradigmatic and metaphysic tenets. Such training minimizes the potential bias of values in instrument/experimental design and administration by using large samples, split designs, and blind protocols, and not disclosing the purpose of research to participants. However, in drawing from findings and analyses, we suggest that these procedures do not offset the pervasive effects of values. Although such work may be grounded in well-intentioned value commitments, the

practice of situating researcher personae apart from gendered persons and phenomena limits the relevance of such work, as it hinders the ability of researchers to recognize and examine gender phenomena that are precluded by binary measures of male/female sex and masculine/feminine traits and behavior. As troubling, the separation of researcher from research exempts researchers from ethical accountability.

Further Insight into the Hierarchical Development of a Research Field. Third, our work contributes to knowledge of the hierarchical mechanisms that shape a domain of research. We attribute the hierarchical development of research on gender in marketing to value- and practice-based commitments and stances. Populating this hierarchy are commitments to the quantitative paradigm and the positivist metaphysic, and to biologically based gender theories and related research practices that prioritize and reinforce differences between males and females as the basis—and justification—for social categories of men and women, and their respective roles in societies and markets. Also supporting the hierarchy are stances that favor the interests of men and masculine ways of being and acting *over* women and feminine ways of being, and privilege firms and managers *over* personal/social wellbeing and gender inclusion/equity/justice. In detailing the progression from value-based commitments and practices to research personae and to stances, we offer theoretical and empirical basis for the hierarchies of disciplinary knowledge production pertaining to gender that Hearn and Hein (2015) observed.

Tracking the proportion of research on theories, methods, and interests, with an eye to stances and related value-based commitments to practices, is key in surfacing the chain of research personae and activities that shape hierarchies in gender knowledge production over time. To explain, value-based commitments to theories tend to cluster with methods and interests in both informing this hierarchy and reproducing it via the stances research personae take

towards their research and that of others. In addition, we direct attention to how the value-based research commitments and practices that support the interests of marketing managers and firms impinge upon the stances that research personae take in fostering personal and/or social well-being. The value commitment to neutrality is no less problematic, as it implicitly condones existing male/masculine and female/feminine roles and traits, and thus reproduces the status quo.

We mentioned already the unintended consequences of stances that separate research personae from research in fostering indifference to outright denial of the way research on gender reproduces gender categories and conventions, and thus impacts gendered subjects and their relations in communities and societies. Such separated stances affect gender realities as well, as binary categories and conventions reduce the richness of gender positions and expressions into the myopic and outdated notion that biology is destiny, and its corollaries that males behave like men in withholding emotion and demonstrating physical strength and prowess over others such that might makes right, and that females behave like women in emphasizing their physical appearance and temperate demeanor to seduce, showcase, and please men. Related research practices aggregating binary measures gleaned from convenience and often student samples reproduce these limited expressions as accurate representations of one true gender reality.

The SLR analysis has detailed contrasting value- and practice-commitments and stances that document a plurality of gender experiences and realities, as gender subjects challenge and transcend traditional gender roles and configure hybrid and new social formations (see again the right side of Figure 2 and the descriptions at the right in Figure 3). While these values, stances, and realities appear in a small percentage of papers in the data set, they are not marginalized and even thrive in a larger body of work on gender published in marketing journals other than those listed as top-tier by CABS, and in books. As an example, The Voice Group (2010) demonstrates

a value-based commitment to elaborating the complex, lived experience of mothers, including the stressful transition of becoming a mother and the challenges and joys of motherhood in contemporary consumer culture. As examples of feminist value-based commitments and stances, respectively, McVey, Tyler and Gurrieri (2022) employ a radical feminist lens in theorizing how the violence and racism in pornography oppresses women, while Shepherd and Hamilton (2022) advocate for transgender and gender non-conforming consumers in giving voice to their concerns and interests. The marginalization of the research values, practices, and stances to the right in Figure 3 is a serious problem afflicting the top-tier journals in marketing, in retarding knowledge and its creation, and in stifling careers. We next outline concrete recommendations.

Recommendations

In Table 1 we develop recommendations in the form of practices and stances that favor the goals of increasing and fostering more accurate, relevant and ethical research on gender, at times drawing from research published outside our dataset, and we note some obstacles in accomplishing these goals. (See Table 1). While we focus on gender, these recommendations apply to other social categories, such as race, ethnicity, class, and age.

For researchers. Our first recommendation encourages researchers to study gender. Gender topics can add a timely, relevant stream to an existing research dossier, and gender contexts can deepen current streams of work. Gender attributions to brands, injustice, sexuality, the body, roles and identity are promising topics, as are investigations of how gender impacts research practices in firms, in marketing distribution channels/logistics, in global/cross cultural strategies, and in marketing roles in organizations (see again Wtables 2 and 7 in Web Appendix B for under-

researched gender and marketing topics). In addition to recognizing gender as a topic in its own right, studying a fuller spectra of gender phenomena at this time of great social/market changes will enhance research accuracy and relevance.

Table 1: Recommendations

For Researchers	For Reviewers	For Classroom Instructors	For Journal Editors	For Academic Institutions	For Marketing Practitioners
Study gender.	Insist authors using binary measures qualify gender claims.	Incorporate gender materials into curricula.	Encourage submissions featuring diverse research practices and stances.	Resource more diverse and innovative gender research by faculty.	Use additional research methods to enhance the gender and social relevance of research and strategy.
Explain how/why the study of gender differences is appropriate.					
In research on gender difference include <i>similarities</i> across categories and <i>differences</i> within categories.	Demand that authors use or develop contemporary scales and schema.	Write cases featuring diverse genders and gender relations.	Update journal submission categories to include gender.	Incentivize and validate faculty's ethical gender research practices.	Identify and expand the working theory on gender used in research and media.
Acquire/ use more than one theory to diminish theoretical commitments to conceptualizing gender.	Require that authors discuss the impacts of procedures & findings on persons and/ or society.	Contrast firm & social interests, address the ethical impacts of research on gender subjects and relations.	Broaden the diversity of associate editors, reviewers, and review board members.	Hire scholars at all levels who engage in innovative gender research with a focus on societal interests.	Lead by example in media campaigns that reflect evolving genders and gender relations in societies.
Work in a team skilled in more than one research method to lessen commitments to habituated research practices.	Situate findings on gender with respect to population(s) under study.	Teach stances and value commitments in doctoral and masters level classes on research methods.	Formulate and disseminate VBC* for the journal, to include policy on gender discrimination, harassment & assault.	Include training on Equality, Diversity and Inclusion with/alongside Discrimination, Harassment and Assault training.	Explicitly acknowledge the ethical effects of research and strategy on those studied and targeted.
Develop shared VBC* and stances for research relevance and consideration of ethics.	Require research on gender stereotypes to discuss potential harm to consumers.	Explore/unpack values and stances from multiple theoretical perspectives.	Name an award honoring a pioneering female contributor to the journal.	Fund conferences that incubate research on emerging gender subjects and communities.	Champion issues of Equity, Diversity and Inclusiveness in the organization.

*Value-based Commitments

Second, we urge researchers using binary measures in investigating gender phenomena to explain why the focus on difference is appropriate, and when using such comparisons, to also address similarities across categories and differences within them to enrich and add nuance to the findings. An example of when studying sex/gender differences is appropriate is Perez (2019), whose work challenges the dangerous practice in medical R&D of extrapolating to women research findings based on studies of men on the mistaken assumption that they represent all persons. Instead, her research disaggregates biological sex differences, and draws from findings of health and social conditions particular to women in recommending that health care and safety products and services be tailored to their bodies, minds, and circumstances. In a somewhat similar vein, we encourage researchers to ascertain when examining a particular gender position is merited, and when continua would better address gender manifestations in consumption, marketplaces, organizations, and social settings. For example, Pounders and Mason (2018) take a stance valuing gender identity transformation in examining the struggles and experiences of young women dealing with breast cancer.

It is of the utmost importance that gender researchers acknowledge that studies of binary differences only partially reflect contemporary societies and marketplaces. The 70 gender identities on Facebook, the communities self-represented by LBGTQIA+ nomenclature, and the “nongender conforming” characters in ads, posts and online sites, and related products by firms such as Fenty and Etsy are simply incomprehensible with the binary categories that dominate gender research in the top-tier marketing journals, as if these consumers and marketers populated a different world. They do.

To bring them into the same orbit, we encourage researchers to uncouple commitments to paradigmatic/metaphysic ideals and practices from the stances they take towards their research and that of others. This decoupling would facilitate researchers in utilizing binary categories and measures more judiciously, and in supplementing the rigid, heteronormative assumptions and formations that currently dominate gender scholarship in our discipline. An example of work examining polymorphous gender expressions is Goulding and Saren's (2009) account of self-styled bricolage at Goth festivals in England, as some participants combined a beard with high heels and stockings, and hyper-feminine dress animated with ruthless mannerisms, while others masked all visible M/F symbols, in resisting gender conventions. Such de- and resignification challenges and disrupts heteronormative codes and subject positions. In addition, feminist (Catterall et al. 2000) and queer (Coffin, Eichert, and Nolke 2019; Kates 2002; Peñaloza 1996) studies of gender in consumption, markets, and organizations offer valuable contrasting perspectives, subject positions, and communities to the masculinist and heteronormative counterparts that currently dominate gender research in these top-tier journals, as does Scott and Peñaloza's (2006) overview of matriarchal values and practices in consumption and markets. In work striving to advance transformative gender justice, Steinfield, Coleman, Zayer, Ourahmoune and Hein (2019) bring women's agency and liberty to the fore regarding birth control, pregnancy, and intimate relations.

In addition, we recommend that all marketing researchers gain a working knowledge of more than one theory and method to attain detachment and versatility in research stances and practices. This recommendation stems from recognition that value-based commitments *favor* the theories and methods one uses. Reading groups and participation in forums and workshops at conferences are excellent resources for researchers to expand their theoretical, topical, and

methodological repertoire. An expedient way to accomplish such expansion is to work in a team skilled in multiple theories and/or methods. Such teams help lessen attachment to habituated theories and methods, as we realized in this project, in bringing together expertise on experimental, ethnographic and discourse analytical methods.

Further, we encourage qualitative *and* quantitative marketing researchers to foster skills of reflexivity and disclosure regarding their value and practice commitments. Because commitments to objective and value-free research long have characterized the quantitative paradigm (Deshpandé 1986) and positivist metaphysic (Hirschman 1986), these commitments have exempted the value-generating qualities of their personae, thus limiting their development of these skills. Conversely, because subjectivity and ‘value-ladenness’ long have characterized the qualitative paradigm (Deshpandé 1986) and neo/humanist metaphysic (Hirschman 1986), its personae have developed skills of disclosure and reflexivity to deal with these features. Valuable resources are Ferguson’s (2018) account of the benefits of reflexive introspection, and Thompson and Hirschman’s (1995) explanation of the theoretical benefits of a reflexive-critical perspective in surfacing culturally embedded practices and rhetorical strategies.

Finally, we encourage qualitative *and* quantitative marketing researchers to develop shared value-based commitments and practices valuing relevance and ethics. Stances stemming from such shared values and practices will enable rich cross-fertilizations that will advance gender research as a whole and potentially diminish and defuse paradigmatic/metaphysic divergence. We encourage cross-fertilizations between quantitative/positivist and qualitative/neohumanist research personae. Such collaborations could leverage the precision of experimental work with insights from CCT to better understand how evolving consuming and marketing agents and activities and systems brought about by neoliberal economic systems (Hill

and McDonagh 2020) shape changes in gender roles, and to decipher the increasing similarity between men and women in expressing gender in contemporary societies and marketplaces.

The environment plays a key role in evolutionary biology and socio-cultural and institutional theories, and shared value commitments among researchers employing these theories could foster additional cross-fertilizations. For example, gender researchers using evolutionary theory might incorporate advances in CCT in situating their findings within today's consumption, market, and social systems. Conversely, archaeological work can benefit CCT understandings of how historical patterns in the discourse and practices of extant gender subjects persist and limit agents' capabilities and interests in particular contexts. An example that might be updated to address gender as configured by high-tech devices and systems is Hirschman's (1985) account of 'primitive' aspects of consumption in 'modern' U.S. society.

Also important is tempering commitments to quantitative/positivist tenets and practices separating research personae from their research and from those they study that obstruct the relevance of marketing research and its consideration of ethical issues. While researchers pursue these separations to eliminate bias, such independence can shroud and perpetuate bias by inhibiting researchers' ability to study and engage with gendered persons, representations, and realities. Also important is tempering the commitment to neutrality to avoid reproducing existing male/masculine and female/feminine roles and traits, and implicitly condoning the status quo. As crucial is modifying the research practices of measuring gender as a M/F binary and focusing on difference in order to attend to similarity and to address other gender positions and expressions, and as a prerequisite to this, acknowledging the necessity and ethical responsibility to do so.

In bolstering research relevance, we recommend that gender researchers do one of the things marketing researchers always have done, namely, attend to what innovative practitioners

are doing. Recent gender-inclusive marketing activities include Mattel's TransBarbie doll², Starbucks award winning advertising campaign, #whatsyourname, conveying the lived experience and difficulties of transitioning young people³, and Coca-Cola's gender-neutral pronouns in their 2018 Super Bowl ad.⁴ Scott (2020) provides an impressive and inspirational review of the contributions of women in economies worldwide. Building knowledge that advances consumers' and marketers' interests in tandem is one of the lynchpins of successful publication. And yet, our findings and analyses indicate that papers supporting the interests of managers/firms far outnumber those concerned with personal and/or societal well-being. Combining firm and personal/societal interests must become *common sense* to attain vital synergies in individual and social wellbeing in firm and industry advances.

For reviewers. Our first recommendation is to require that research personae utilizing binary categories to measure differences between male/female sexes and masculine/feminine traits and behaviors qualify their claims about gender, and avoid generalizing to the properties of the groups overall based on comparisons that only partly represent these complex and dynamic domains. Second, we recommend that reviewers demand up-to-date scales; and in their absence, encourage authors to develop them. Third, we recommend that reviewers ask authors to include in submissions the impacts of study procedures and findings on these persons and that society, as pertinent. For example, a study of men's/women's attractiveness in a service or advertising context would address the implications of the findings to such persons and in that society. A related suggestion is that reviewers require that researchers situate their findings with respect to the populations under study. Finally, we recommend that reviewers require that research on

² <https://www.cbsnews.com/news/laverne-cox-barbie-mattel-transgender-doll/>.

³ <https://stories.starbucks.com/emea/stories/2020/whatsyourname/>.

⁴ Daw, Stephen (2018), "Coca-Cola Uses Gender Neutral Pronouns in Inclusive Super Bowl Commercial," *Billboard*, <https://www.billboard.com/culture/pride/coca-cola-gender-neutral-super-bowl-ad-8098085/>.

gender stereotypes address the potential negative effects of their use by consumers or marketers, as relevant, at personal and social levels. While stereotypes efficiently endow meaning to social positions and categories, their routine use by consumers for personal reference and comparison, by marketers and advertisers in practice, and by researchers in research highlights a limited and often negative set of qualities at the expense of more creative, accurate, and positive qualities.

In the classroom. Our first recommendation is that faculty incorporate gender materials in their classes. Training novice researchers to see the diverse gender expressions and identities in consumption behavior and marketing practice is a vital precursor to their investigation. *The Case Centre*, for example, offers cases on gender equality and discrimination, including how *Lego* developed toys that feature characters engaged in nontraditional gender activities (Vasudha 2012), and how *Ikea's #BeSomeone'sHome" 2020 campaign* invites co-workers and customers to shelter LGBTQIA+ persons who are discriminated against and struggle to find safety. A related second recommendation encourages professors to develop cases for marketing students at all levels that provide the backstory for companies' efforts featuring diverse gender expressions.

Third, we suggest adding content regarding gender in discussions of research ethics in courses at the undergraduate, masters' and doctoral levels. Faculty have a responsibility to students to develop their capacities in carrying out ethical research, and to encourage them to engage in initiatives dealing with gender relations as they intersect with major social challenges, such as wealth and power inequality, and poverty, to better understand and remedy the social and environmental effects of consumption and marketing practices and market systems.

Fourth, extending from findings noting that the stances constituted in research practices *favor* the theories and methods employed in the work, we recommend a session in research methods classes at the masters and Ph.D. levels that compares paradigms/metaphysics and

stances. Figure 2 and Figure 3 form a sound basis for this session, in stimulating discussion as to how each set of tenets play out in practice in opening versus foreclosing specific types of research and dis/crediting research findings. Since the time Deshpandé (1983), Hirschman (1986) and Arndt (1985) were writing, many doctoral programs have dropped or shortened their philosophy of science course. It is high time to bring this content back as a concrete step in informing students of the operation and hierarchical effects of paradigms and stances in marketing research, and as a remedial measure to enhance research relevance and ethics.

Finally, we recommend that faculty go deeper into existing marketing research topics by comparing the insights that various theories bring forward, and by highlighting the respective values and stances in the material. Further, we encourage faculty to draw students' attention to how values and practices serving business 'attach' researchers to these interests, and whether consumers' interests and those of other stakeholders are addressed. Attention to the ways specific interests converge and conflict in consumption and marketing research reverberate in more diverse research and render relevance and ethics as complementary efforts in our field.

Journal editors. We strongly recommend that editors encourage theoretically and methodologically diverse research submissions on gender. Taking stock of existing work on gender in the journal, in comparison to the values and stances in Figure 3 will help editors recognize and reward such diversity. A related second recommendation is to update journal submission categories to include gender. Third, considering the small proportion of articles on gender across all top-tier CABS marketing journals, we recommend broadening the reviewer pool beyond the published authors in the journal by canvassing potential reviewers and submitters for additional reviewer names. In addition, we encourage editors to amplify the gender diversity of associate editors, review boards, and reviewers by attending to the theories,

methods, and stances that potential members would bring aboard, in addition to their gender.

Prothero and McDonagh (2021) highlight an underrepresentation of women editors, associate editors, and review board members in marketing journals ranked 4*, 4, and 3 by CABS. Editors should recognize that more diverse research on gender, and more diverse review boards can help distinguish the journal.

Fourth, we recommend that editors publish a statement listing the value commitments that journal supports. We applaud journals and professional associations that have adopted clear codes of research ethics that refer explicitly to gender research. Such codes typically exhort researchers to present the research focus and use to informants, and provide guidance for dignity and respect in asking questions in ways that minimize potential harm to them. Such statements could include commitments to diverse gender topics, to diverse theory and methods, and to the consideration of ethics in research and in the review and publication process. In turn, editors should ask authors to attest to their agreement with these commitments upon submitting a manuscript. These steps should be consistent with the policy of editorial boards on gender discrimination, harassment, and assault codes (Galak and Kahn 2021). An additional suggestion to help a journal establish a welcoming and positive environment for gender research and for gender researchers is to name an award honoring a pioneering female contributor to that journal.

Academic Institutions. Academic deans are equipped with the tools of grants, faculty positions, and programs that can encourage more diverse and innovative gender research. As important are their stances in incentivizing and validating relevant and ethical research practices. In addition, we recommend hiring scholars at all levels who engage in innovative gender research and address societal interests. Further, most universities and business schools routinely subject personnel to training programs to increase awareness of, and lessen gender harassment.

In line with the findings of Galak and Kahn (2021) showing research to be a factor in such incidents, we encourage administrators to supplement these programs to address how stances favoring particular research theories and methods and discounting others contribute to such incidents to help confront and remedy these problems.

Yet while most universities and business schools favor diverse research in principle, many harbor conventional stances that ‘build-in’ resistance to change. Greenfield (2021) observed that universities and business schools are increasingly reticent to provide and support faculty positions and forums for those with controversial ideas, to avoid the risk of offending students and parents, and jeopardizing the contributions of wealthy donors. In addition, Holbrook (2020) observed that business interests and business models have gained prominence in universities and business schools. Such influence is comparable to the way 17th century intellectual personae favored their benefactors (Hunter 2014 cited in Casler and du Gay 2019). Even so, there are somewhat different conditions today, as powerful incentives exist for academic institutions to hire path-breaking researchers and for journals to publish innovative scholarship, as marks of their prominence and in stimulating the knowledge creation, debate, and learning that nourishes social and market development.

Finally, we recommend that administrators fund forums on gender and faculty attendance there. The conferences mentioned earlier played a vital role incubating early research on gender, and the GENMAC conferences continue to nourish work on emerging gender subjects and communities, in ways similar to the services (Berry and Parasuraman 1993) and Consumer Culture Theory (CCT) (Coskuner-Balli 2013) conferences. As important in fostering diverse and innovative gender research is the presence of gender research at more general marketing and consumer research conferences. Scholars, and especially senior scholars, have an important role

to play at these conferences and in academic departments in advocating for relevant and diverse gender research, especially where it is underrepresented and marginalized. Many have and continue to do so, in stances that encourage researchers to study gender, to situate themselves within the gender field(s) they study, and to engage with gendered persons and realities.

Practitioners. Research training and activities cultivate personae and stances in industry comparable to those in academia that we have discussed. Habituated personae and stances can limit the ability of industry researchers and practitioners to keep abreast of changing gender expressions and profiles of consumers, as necessary to update brands, strategies, and promotional efforts. To explain, while research training and activities in industry generate relevance, that relevance is limited when habituated personae and stances narrow the type of research carried out in firms, and thus restrict strategic alternatives. We thus encourage practitioners, and especially research directors, to recognize these limitations in research and strategy and to overcome them by expanding their repertoire of research methods and by integrating more than one ‘working’ theory to better connect with evolving gender expressions and relations.

Analogous to discerning the propriety of binary gender measures in academic research, we encourage industry researchers and marketing practitioners to evaluate when nontraditional roles are more appropriate to a product/service category. As single persons and nontraditional families now comprise the majority of households in the U.S. and in other nations, it follows that traditional M/F roles and tasks are less relevant in the mainstays of marketing strategy: product development, labeling and packaging, logistics and distribution, and advertising and promotion. Like academic colleagues, industry researchers schooled in binary gender measures will find it difficult to take stances that examine and leverage similarities across male/female sex and masculine/feminine roles. However, such similarities converge niches into larger markets that

present novel opportunities for brand distinction and competitive advantage. An example is Target replacing ‘boys’ and ‘girls’ toys with children’s toys in stores (Hains 2015).

We also encourage marketing practitioners and industry researchers to evaluate how gender phenomena intersect with race, age, and class, to discern when one social category is more relevant than the others in consumption and markets, and when their combination is more relevant. For example, Cuny and Opaswongkarn (2017) explore the intersectionality of gender and race in examining the self-esteem of Thai women in using skin whitening products. Gaining skills in discerning how gender expressions are inflected by other social categories broadens the strategic insights researchers bring to firms and thus enhances industry research careers.

In addition, we encourage marketing researchers and practitioners in industry to engage with consumers, by addressing the ethical effects of research and strategy on those who they study and target. Such engagement in developing targeting and positioning strategies is not novel; rather, attending to the effects of strategies on consumers for relevance to *them* is an adept application of the marketing concept. For example, Accenture has received recognition for its LGBTIQ+ Allies Program (Bostock 2022), and Apple, Microsoft and IBM have offered health care benefits for same sex couples for over 25 years (Chandrasekaran 1996). Such programs go beyond ‘rainbow washing,’ by supporting LGTBQIA+ on days additional to Gay Pride. Staff diversity also can enhance the gender relevance and sensitivity of marketing efforts in dealing with targeted and non-targeted consumers (Oakenfull, McCarthy and Greenlee 2008), especially when aided by company leadership and support. Also important is integrating the interests of stakeholders and developing ethical relations with them in ways that address systemically the values of equality, diversity and inclusion. Such best practices are documented by Otnes and Fischer (2022), who identify the use of feminist principles favoring women in product strategies.

CONCLUSIONS AND SUGGESTIONS FOR FURTHER RESEARCH

In elaborating commitments to research values and practices that constitute research personae, and further explaining how the stances that such personae take towards research affect its diversity, relevance and ethics, this paper complements and extends the insights of paradigms (Deshpandé 1983) and metaphysics (Hirschman 1986) in knowledge production in the field of marketing. Operative values, practices, and stances in research both challenge and support existing binary views of gender, in encompassing the gamut of gender identities, expressions, and communities in consumption and marketing activity.

Emerging gender identities, roles and relations demand timely and adaptive marketing research and strategy. The reliance on fixed and dichotomous gender positions, roles, and traits in marketing research, and the application of universal claims about men and women based solely on measures of the differences between them in marketing strategy relegates a company and its brands to an ever smaller, traditional part of societies. In contrast, multidimensional studies of variable and fluid gender expressions and identity, while rare, are more consistent with contemporary trends in many societies, and thus are vital for firms to accommodate and to keep abreast of changing consumers and consumption.

Future research should account for *why* gender looks like it does in societies, in enriching extant accounts of gender differences with explanations grounded in the life and work experience of polymorphous gendered subjects. In addition, future studies could explore how persons holding traditional views of gender interact with those holding alternative views and expressing them in consumption and marketing activities. Other suggestions are to document *similarities*

across gender categories, traits, and activities, to complement the predominant attention to their differences and explore the range *within* the gender domains that manifest in societies and marketplaces. Detailing similar capabilities among gender subjects has been an important means of gaining and retaining basic human rights, and doing so takes on greater urgency when such rights are disputed and denied. Our field will benefit from further work exploring how market activity reinforces gender traditions and ideals by examining how social proclivities are projected onto ‘biological’ phenomena (Jordanova 2017), thus complementing work that attributes biological imperatives to gender activity. We also call for further studies on how marketing activities are used as a barometer for gender in societies, even as they distort that metric (Pollay 1986). Understanding gender promises to be more challenging in the future with technological accelerations in marketing (Miyake 2022; Borau, Otterbring, Laporte and Wamba 2021).

Cross-fertilizing values and stances also can inspire future research. In complementing the focus of this paper on gender, we encourage further research deriving the values and related practices and stances in research examining other social designations, including social class, race/ethnicity, age, and nationality, as well as the intersections of these social categories, in advancing more accurate, relevant and ethical research in these subfields and in our field overall. As the neoliberal economy marches forward, attention to values and stances offer novel and much needed pathways of making sense of, and responding to, the expanding domains of consumption and market activity, to include their politicization in ‘cancel’ culture and the growing influence of corporations in societies and in universities and business schools.

In surveying the publications on gender in the top-tier CABS marketing journals, this paper attests to the way research documents *what is*. Yet its articulation of commitments to research values, practices, and stances, together with the power of research findings, opens

exciting possibilities to *what can* and *what will be in the future*. The value commitments towards carrying out rigorous research in improving people's lives and enhancing marketing ethics are called for again and again in our field. Attending to the power of values and stances in knowledge production, in this case regarding gender, and developing avenues to leverage such power for accuracy, relevance, and ethics in the marketing academy and in industry, marketing research and practice promises to yield rich future benefits for a widening array of gendered consuming and marketing subjects, and for firms, communities, and societies.

REFERENCES (See Web Appendix A for a complete list of all papers in the data set)

Arndt, Johan (1985), "On Making Marketing Science More Scientific: Role of Orientations, Paradigms, Metaphors and Puzzle Solving," *Journal of Marketing*, 49 (3), 11-23.

Arsel, Zeynep, Kirsi Eräranta, and Johnanna Moisander (2015), "Introduction: Theorising Gender and Gendering Theory on Marketing and Consumer Research," *Journal of Marketing Management*, 31 (15/16), 1553-1558.

Bakan, David (1966), *The Duality of Human Existence: An Essay on Psychology and Religion*. Chicago: Rand McNally and Company.

Bem, Sandra L (1974), "The Measurement of Psychological Androgyny," *Journal of Consulting and Clinical Psychology*, 42 (2), 155-162.

Berry, Leonard L., and Abraham Parasuraman (1993), “Building a New Academic Field—The Case of Services Marketing,” *Journal of Retailing*, 69 (1), 13-60.

Bostock, Liz (2022), “Accenture’s LGBTIQ+ Inclusion Journey”, *Workplace Pride*,
<https://newhorizons.workplacepride.org/index.php/2022/05/11/accentures-lgbtqi-inclusion-journey/>.

Breslin, Dermot, and Caroline Gatrell (2020), “Theorizing Through Literature Reviews: The Miner-Prospector Continuum,” *Organizational Research Methods*, 26 (1), 139-167.

Catterall, Miriam, Pauline Maclaran and Lorna Stevens, eds., (2000), *Marketing and Feminism*, London: Routledge.

Casler, Catherine and Paul Du Gay (2019), “Stances, Paradigms, Personae,” *Studi di Sociologia*, (1), 69-80.

Chandrasekaran, Rajiv (1996), “Same-Sex Partners Win IBM Coverage,” *The Washington Post*,
<https://www.washingtonpost.com/archive/politics/1996/09/20/same-sex-partners-win-ibm-coverage/5994b01c-8be2-4207-b5a1-5b27023c75d9/>.

Coffin, Jack, Christian A. Eichert, and Ana-Isabel Nolke (2019), “Towards (and Beyond) LGBTQ+ Studies in Marketing and Consumer Research,” in *Handbook of Research on Gender and Marketing*, Cheltenham: Elgar UK, 273-293.

Coleman, Catherine, Eileen Fischer, and Linda Tuncay Zayer (2021), “A Research Agenda for (Gender) Troubled Times: Striving for a Better Tomorrow,” *Journal of the Association for Consumer Research*, 6 (2), 205-210.

Coskuner-Balli, G. (2013), Market Practices of Legitimization: Insights from Consumer Culture Theory. *Marketing Theory*, 13 (2), 193–211.

Deaux, Kay and Brenda Major (1997), “Putting Gender into Context: An Interactive Model of Gender-Related Behavior,” *Psychological Review*, 94 (3), 369-389.

Deshpandé, Rohit (1983), ““Paradigms lost”: On Theory and Method in Research in Marketing,” *Journal of Marketing*, 47 (4), 101-110.

Dobscha, Susan, ed., (2019), *Handbook of Research on Gender and Marketing*, Cheltenham, Elgar UK.

Dobscha, Susan, and Jacob Ostberg (2021), “Introduction to the Special Issue on Gender Impacts: Consumption, Markets, Marketing, and Marketing Organisations,” *Journal of Marketing Management*, 37 (3/4), 181-187.

Dobscha and Genmac (2021), “Connecting DEI to Explicit and Implicit Gendered Workplace Discrimination, Harassment, and Assault: A Commentary on 2019 Marketing Climate Survey,” *Marketing Letters*, 32 (3), 341-347.

Dobscha, Susan and Andrea Prothero (2022), “One, Two, Three, Four, What Are We Fighting For?” in *The Routledge Companion to Marketing and Feminism*, Maclaran, Pauline, Lorna Stevens and Olga Kravets, eds. Routledge: Oxon, 90-101.

Dholakia, Nikhilesh and Johan Arndt (1985), *Changing the Course of Marketing: Alternative paradigms for Widening Marketing Theory*, Stamford, CT: Jai Press.

Galak, Jeff, and Barbara E. Kahn (2021), “2019 Academic Marketing Climate Survey: Motivation, Results, and Recommendations,” *Marketing Letters*, 32 (3), 1-23.

Godefroit-Winkel, Delphine, and Lisa Peñaloza (2020), “Women’s Empowerment at the Moroccan Supermarket: An Ethnographic Account of Achieved Capabilities and Altered Social Relations in an Emerging Retail Servicescape,” *Journal of Macromarketing*, 40 (4), 492-509.

Goulding, Christina and Michael Saren (2009), “Performing Identity: An Analysis of Gender Expressions at the Whitby Goth Festival,” *Consumption, Markets and Culture*, 12 (1), 27-46.

Greenfield, Nathan (2021), “Do Donors Have too much Influence on Universities?” *University World News*, 25 April, 1,

<https://www.universityworldnews.com/post.php?story=20210423131917828>.

Gurrieri, Lauren, Josephine Previte, and Andrea Prothero (2020), “Hidden in Plain Sight: Building Visibility for Critical Gender Perspectives Exploring Markets, Marketing and Society,” *Journal of Macromarketing*, 40 (4), 437-444.

Hadot, Pierre (2002) [1995], *What is Ancient Philosophy?* Harvard University Press. [Original published as *Qu'est-ce que la philosophie antique?* Éditions Gallimard]. Trans. Michael Chase.

Hains, Rebecca (2015), “Target Will Stop Labeling Toys for Boys or Girls. Good”, *The Washington Post*, <https://www.washingtonpost.com/posteverything/wp/2015/08/13/target-will-stop-selling-toys-for-boys-or-for-girls-good/>.

Hearn, Jeff and Wendy Hein (2015), “Reframing Gender and Feminist Knowledge Construction in Marketing and Consumer Research: Missing Feminisms and the Case of Men and Masculinities,” *Journal of Marketing Management*, 31 (15-16), 1626-1651.

Hill, Tim and Pierre McDonagh (2020), *The Dark Side of Marketing Communications: Critical Marketing Perspectives*, London: Routledge.

Hirschman, Elisabeth C. (1986), "Humanistic Inquiry in Marketing Research: Philosophy, Method, and Criteria," *Journal of Marketing Research*, 23 (3), 237-249.

----- (1985), "Primitive Aspects of Consumption in Modern American Society," *Journal of Consumer Research*, 12 (2), 142-154.

Holbrook, Morris (2020), "Commercializing the University to Serve students as Customers," in *Marketing Management: A Cultural Perspective*, Luca Visconti, Lisa Peñaloza, and Nil Toulouse, eds. London: Routledge, 471-486.

Hunter, Ian (2006), "The History of Theory," *Critical Inquiry*, 33 (1), 78-112.

----- (2014), "The Mythos, Ethos, and Pathos of the Humanities," *History of European Ideas*, 40 (1), 11-36.

Jordanova, Ludmilla (2017), *Natural Facts: A Historical Perspective on Science and Sexuality*. Routledge.

Kotler, Philip T. and Kevin Lane Keller (2015), *Marketing Management*, 15th edition. Englewood Cliffs, NJ: Pearson Education Publishing.

Krishna, Aradhna and A. Yeşim Orhun (2022), "Gender (Still) Matters in Business School," *Journal of Marketing Research*, 59 (1), 191-210.

Maclaran, Pauline, Lorna Stevens, and Olga Kravets eds. (2022), *The Routledge Companion to Marketing and Feminism*, Routledge: Oxon

McVey, Laura, Meagan Tyler, and Lauren Gurrieri (2022), “Putting Pornography on the Marketing Agenda: A Radical Feminist Centering of Harm for Women’s Marketplace Inequality,” in *The Routledge Companion to Marketing and Feminism*, Maclaran, Pauline, Lorna Stevens and Olga Kravets, eds. Routledge: Oxon, 445-459.

Miyake, E. (2022), “I Am A Virtual Girl From Tokyo: Virtual Influencers, Digital-orientalism and the (Im) Materiality of Race and Gender,” *Journal of Consumer Culture*, <https://doi.org/10.1177/14695405221117195>.

Otnes, Cele. C., and Eileen M. Fischer (2022), “Feminist Brands: What Are They, And What’s The Matter With Them?”, in *The Routledge Companion to Marketing and Feminism*, Maclaran, Pauline, Lorna Stevens and Olga Kravets, eds. Routledge: Oxon, 75-89.

Otnes, Cele C. and Linda Tuncay Zayer, eds. (2012), *Gender, Culture, and Consumer Behavior*, London: Routledge.

Ozanne, Julie L., and Bige Saatcioglu, (2008), “Participatory Action Research,” *Journal of Consumer Research*, 35 (3), 423-439.

Peñaloza, Lisa (1996), "We're Here, We're Queer and We're Going Shopping: A Critical Perspective on the Accommodation of Gays and Lesbians in the U.S. Marketplace," *Journal of Homosexuality*, 31 (1/2), 9-41.

Perez, Caroline Criado (2019), *Invisible Women: Exposing Data Bias in a World Designed for Men*. New York: Abrams Press.

Pollay, Richard W. (1986), "The Distorted Mirror: Reflections on the Unintended Consequences of Advertising," *Journal of Marketing*, 50 (2), 18-36.

Post, Corinne, Riikka Sarala, Caroline Gatrell, and John E. Prescott (2020), "Advancing Theory With Review Articles," *Journal of Management Studies*, 57 (2), 351-376.

Pounders, Kathryn, and Marlys Mason (2018). "Embodiment, Illness, and Gender: The Intersected and Disrupted Identities of Young Women with Breast Cancer," *Consumer Culture Theory*. Bradford, UK, 111-122.

Prothero, Andrea, and Pierre McDonagh (2021), "'It's Hard To Be What You Can't See'- Gender Representation in Marketing's Academic Journals," *Journal of Marketing Management*, 37 (1/2), 28-39.

Ries, Al, and Jack Trout (1986), "Marketing Warfare," *Journal of Consumer Marketing* 3 (4), 77-82.

Scott, Linda (2020), *The Double X Economy: The Epic Potential of Empowering Women*, New York: Farrar, Straus and Giroux.

----- and Lisa Peñaloza (2006), “Matriarchal Marketing: A Manifesto,” *The Journal of Strategic Marketing*, 14 (1), 57-67.

Shepherd, Sophie Duncan, and Kathy Hamilton (2022), “Consumption Beyond the Binary: Feminism in Transgender Lives,” in *The Routledge Companion to Marketing and Feminism*, Maclaran, Pauline, Lorna Stevens and Olga Kravets, eds Routledge: Oxon, 296-307.

Steinfeld, Laurel A, Catherine A. Coleman, Linda Tuncay Zayer, Nacima Ourahmoune & Wendy Hein (2019), “Power Logics of Consumers’ Gendered (In)justices: Reading Reproductive Health Interventions Through the Transformative Gender Justice Framework,” *Consumption Markets & Culture*, 22 (4), 406-429.

Tadajewski, Mark (2006), “The Ordering of Marketing Theory: The influence of McCarthyism and the Cold War,” *Marketing Theory*, 6 (2), 163-199.

Tissier-Desbordes, Elisabeth, and Luca M. Visconti (2019), “Gender After Gender: Fragmentation, Intersectionality, and Stereotyping,” *Consumption Markets & Culture*, 22 (4), 307-313.

Tranfield, David, David Denyer, and Palminder Smart (2003), "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review," *British Journal of Management*, 14 (3), 207-222.

UK Advertising Standards Authority (2019), "Ban on Harmful Gender Stereotypes in Ads Comes into Force," <https://www.asa.org.uk/news/ban-on-harmful-gender-stereotypes-in-ads-comes-into-force.html>.

Unstereotype Alliance (2022), <https://www.unstereotypealliance.org/en>.

Van Fraassen, Bas C. (2004), "Replies to Discussion on The Empirical Stance," *Philosophical Studies*, 121 (2), 171-192.

Vasudha, M. (2012), "LEGO: Breaking the Gender Barrier," *The Case Centre*, <https://www.thecasecentre.org/products/view?id=107942>.

The VOICE Group (2010), "Buying Into Motherhood? Problematic Consumption and Ambivalence in Transitional Phases," *Consumption Markets & Culture*, 13 (4), 373-397.