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20th Turkish National Marketing Conference *

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Conference Notes

20th Turkish National Marketing Conference, synchronous with 2nd International Biannual Social Business@Anadolu Conference with the motto "Social Business: Business As If People Mattered" and with Doctoral Colloquium, was organized on 10-12 June 2015 with the focus "Social Aspect of Marketing: Social Marketing.", which was sponsored by ETİ, TÜBİTAK, Eskişehir Chamber of Commerce, RİXOS Eskişehir. Three significant events, so to speak, were organized simultaneously in Eskişehir.

The conference was organised around five parallel tracks and four Keynote addresses, namely Sameer Deshpande - Seeking a balance between demand creation and demand fulfilment in the social marketing and social business context; Gerard Hastings - Marketing in a post-consumer society; A. Fuat Fırat - The Symbolic and Social Business; Ken Peattie - Places Where People Matter: The Marketing Dynamics of Fair trade Towns.

The subjects of the conference scattered in a broad scope were concerned with environment, marketing researches, e-marketing, marketing management and strategies, social marketing, tourism and retail trade, place and industry, corporate social responsibility, international marketing, marketing communication, service marketing, consumer behavior, pricing, product brand management, marketing ethics, organizations, and mobile and social media marketing.

On 10th of June, the first day of the conference, were presented PhD theses of five students during Doctoral Colloquium, where professors made brain-storming on the theses presented and students were given precious feedbacks about their papers through which a great opportunity to correct their mistakes and to make their thesis much better organized was given.

On the second day did Michael J. Baker make the welcome speech "Social Business: Business as if People Mattered", where he drew attention upon the significance of social business for both consumer and business sides in the long run. He emphasized the non-sustainability of the continuous pursuit of economical growth which inherently promotes materialism and over-consumption. He continued and asserted that businesses envisage capitalism as a way through which they pursue only profit by any means within the borders of the law. In this context, he put forth the concept of social business to fill this gap, which favours the responsibility of the businesses for the environment on which we all depend and also for the stakeholders' well-being.

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Afterwards, parallel sessions of the day simultaneous started and attendees participated to the sessions that attracted their attention. Embedded into 20th Turkish National Marketing Conference, 2nd International Biannual Social Business@Anadolu Conference was also conducted with a slightly different perspective. Although, marketing perspective outweighs in both conferences, what is discussed in those parallel sessions shall be explained separately so as not to make confusion, which will provide a clearer view to the reader by this way.

At 20th Turkish National Marketing Conference was stressed the marketing view of value which substantially comes to life by beneficial long term relationships, not only by sole purpose to make exchanges between goods, or services and money of two parties. However, people are more tentative to think that marketing only functions as promoting sales more and more, and encourages consumers to spend and consume unnecessarily and recklessly , which is a rather negative perception about marketing. To break this misperception and to constitute an awareness about creating value through marketing, scholars presented their works embracing a wide range of subjects related to social marketing at 20th Turkish National Marketing Conference.

Business, according to Baker (2015- conference notes), is a multi-disciplinary field, which is interconnected with a wide variety of other disciplines. Hence, the major challenge is to forge these separate disciplines into an interdisciplinary structure to create a successful and thriving business in practice. As it is known well, the sole aim of pursuing only economic growth has resulted in catastrophe in some certain parts of the world, which caused to growing criticisms and efforts of exploring alternative ways. Conclusively, searches for new methods and means to make it better helped scholars find a brilliant approach called as "Social Business", whose main goal is simply to enhance both the welfare of humans and also the profit of businesses. That is why the theme of the 2nd International Biannual Social Business@Anadolu Conference was "Social Business- Business as if People Mattered", a reference to Schumacher (1973)'s work "Small is beautiful. A Study of Economics as if People Mattered."

According to Baker (2015- conference notes), the scope of social business comprises of corporate social responsibility, social entrepreneurship, environmentalism and climate change, microcredit and microfinance, sustainability, and transformational marketing, which actually goes far beyond one single discipline. In this context, marketing discipline is expected to be a compound that shall fortify the ties and set a delicate balance amongst those disciplines mentioned.

References

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- Schumacher, E.F. (1973). *Small is Beautiful: A Study of Economics as if People Mattered*. London: Blond and Briggs.



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