Call for Paper Abstracts and Proposals

2nd Annual

Middle Class Phenomenon in Emerging Markets:
Multi-disciplinary and Multi-country Perspectives -
Consumers, Citizens and Media
An International Conference

Hosted by
Pontifícia Universidade Católica do Rio de Janeiro
Rio de Janeiro, RJ-Brazil

11-13 September 2014

Conference Organizers:
Pontifícia Universidade Católica do Rio de Janeiro NUPIN: Núcleo de Pesquisas em Negócios Internacionais
GSU-CIBER: Center for International Business Education and Research

Conference Chairs:
Angela da Rocha, IAG Escola de Negócios
S. Tamer Cavusgil, Robinson School of Business

Co-Sponsors:
A large number of academic, business, and media organizations have agreed to co-sponsor this event.

Nature and Scope of Conference:
The ascension of the middle class (MC) in rapidly transforming economies of East Asia, Latin America, Africa and the Middle East is one of the most remarkable phenomena of recent decades. Given the magnitude of the changes felt by vast numbers of households across the globe as well as the importance the issue holds in the realms of society, politics, business, economics and culture, examining the middle classes in emerging markets (EMs) will be a topic of investigation for years to come in multiple areas of academic inquiry.
By design, this conference will bring together scholars from *multiple disciplines and countries* to examine the middle class in emerging markets from at least three key themes: consumers, citizens and the media.

**Specific Objectives:**
- Capture what we already know about, and generate a holistic understanding, of the middle class phenomenon in emerging markets
- Formulate and advance a multi-disciplinary research agenda
- Facilitate the formation of collaborative research networks among scholars
- Prepare and disseminate an edited book, featuring select papers presented at the Conference (additional publications may include a reader on middle class in emerging economies)

**Potential Sessions:**
- Defining and measuring the new middle class in EMs: representations in media (old and new), consumer practices, and framing the new middle classes
- Rising income inequality, the middle class and issues of political governance
- Business strategies – presentations by business executives about company strategies for catering to MC consumers in EMs
- Engaging the middle class: marketing practices, new communication technologies and social media
- Relationship to transformation of urban landscapes
- Middle class youth cultures and trendsetting
- The emerging middle class and new discourses of rights (human, labor, environmental, political, education)
- Emerging middle classes and reconfigurations of gender, race/ethnicity, caste
- Similarities and differences in the evolution of MC in mature vs. emerging economies, and
- Future directions for studying the middle class

**2013 Conference Sessions**
- GSU-CIBER Middle class Scorecard: Quantifying the Rise of the Middle Class in Emerging Markets
- What Do We Know about China’s Middle Class Consumers?—A Research Proposal for “Middle Class Phenomenon in Emerging Markets Conference”
- Village Mentality: the definition, dimensions and implications to Chinese managerial culture
- Does China’s Middle Class Support Democracy? Evidence from Urban China
- Education and the Emerging Middle Class in Brazil, China, and South Africa
- The Rise of Reading Campaigns and Children's Literature in post-NAFTA Mexico
- Social representations and working classes: the mediatic concept of the new Brazilian middle class
- Representing New Middle Class Identity in TV Globo’s Avenida Brasil (2012)
- Nationalism and Cosmopolitanism: Selling the Chinese Sportswear Brand Li Ning to Middle Class Consumers
- The challenges of the Hispanic media industry and the rising Latino middle class
- Not in my backyard! Middle Class Protest in China
- The Mass Political Consequences of Economic Reform in Latin America
- BRIDGING THE MIDDLE: Help Wanted: Class, Gender, and the Vanishing Domestic Worker in Brazil
- Small and Open: How economies can promote the middle class and avoid the middle income trap
- Alternative Financial Services in Emerging Markets: A Banking Bridge for the Middle Class
- Energy transition to the test of energy uses: the case of low middle income households in Cape Town (South Africa)
- Global Inequalities and Shifting Luxury Sales Demand
- Cultural Variations in Global Brands Consumption: A study of Chinese Consumers
- Locating the Black Middle Class in South Africa
- Social economic classes and communication: thinking the "new" Brazilian middle class – from consumption practices to media representations
Unique Characteristics of the Middle Class in Turkey as an Emerging Country Virtual economies RMAH paper proposal
The Attitude of Middle Class Toward Sustainability in China
Re-establishment of the Global Economic Balance: A Comprehensive Analysis of Asian Growing Middle Class
Meanings Attached to Cruises by Emerging Consumers: A Study using Participant Observation
Exploring the Consumer Decision Making and Materialism in the Indian Adolescent World
Understanding the Characteristic and Entrepreneurial Activities of Middle Class Consumers in Emerging Markets: The Case of India
Is A “New” Middle-Class Being Forged in The Global South? A View of Contemporary Urban Life in Mexico City
Russia’s Middle Class Consumers and their Evaluations of the Foreign Services
Contextualizing the “Middle Class” in Post-socialist Russia and Beyond
A Tale of Two Countries: The studies on different roles played by Sino-American Middle Classes in the Development of the New Media
Virtual economies: discretionary consumption, online gaming, and the rise of the global middle class
Wu Shixian on Weibo: Changing Interactions Between Filmmakers and Fans in Chinese Social Media
Middle Class’s Response to Economic Downturn in Emerging Markets
Citizens of CorpoNations? Corporate Investment in a New Global Middle Class

Sample Topics to be addressed by Speakers:
- What are the drivers, correlates, and consequences of middle class in EMs?
- Why examine the middle class in EMs? Why now? How do we understand the middle class in these nations in relation to the widely accepted neoliberal economy in the context of globalization?
- Who belongs to the middle class? Multiplicity of criteria generally used to characterize middle class: income, educational attainment, occupation, social class, self-identification, etc.
- How is the rising middle class shaping the social, cultural and political life in these nations?
- How do media (old and new) in EMs represent the middle-class identity and lifestyles, including consumption practices, caste and/or class behavior, gender and sexuality, political agency, religious beliefs and so forth? What strategies do the corporate community and the media employ in capturing the consumption potential of EM households?
- How does the new MC in EMs influence the discourses of citizenship and the development of civil and human rights practices – both locally and globally?
- What are the media and product consumption behaviors of the middle class?
- How do we understand the youth as drivers of middle class consumption and trendsetting?
- What are some of the key challenges in developing the MC consumer base, including but not limited to sustainable development, labor rights, and environmental protection?
- How do the new communication technologies and social media provide opportunities for businesses to target the MC, and for the middle class to engage in and resist consumer culture?
- Feminist theory has long asserted that categories such as social class, gender, and race derive meaning from social and cultural practices. How have notions of race and gender changed vis-à-vis shifting understandings of social class in EMs?
- How can we best understand current and future relationships between “old” and “new” middle classes? How will the new EMs and their developing middle classes negotiate new patterns of immigration by members from the former “old” middle class? Conversely, what are the experiences of returning emigrants who once left their then-faltering but now-successful economies?
- What is the relationship between the MC and the development of human capital in EMs?
- What implications does the rise of MC have for the contemporary entrepreneurial activity in EMs?
Conference Timeline:

Proposal Submission: The organizing committee welcomes a broad range of empirical and conceptual contributions. NOTE: The deadline for proposal submission is 1 August 2014. Please submit a 300 word, double-spaced abstract to: dawnfoster@gsu.edu. Please include a biographical sketch, related work in this area, and your contact information.

Notification of Acceptance: 15 August 2014
Deadline for Submission of Full Papers: 1 September 2014

Conference: The event will open with a reception on Thursday evening, 11 September. Two full days of sessions are scheduled for Friday & Saturday, 12-13 September 2014. The venue is Rio de Janeiro, Brazil -- a major metropolitan area and hub for industrial, financial, and service centers in South America.

Edited Book: Select papers presented at the Conference are invited for inclusion in the edited book: 30 November 2014

Submission Guidelines

The organizing committee welcomes a broad range of empirical and conceptual contributions. Authors can submit completed manuscripts or extended abstracts (2 pages, single-spaced) in English. Authors that wish to submit full papers in Portuguese should include a 2-page extended abstract in English. The three submission options are:

- Full papers in English must be single-spaced and should not exceed 15 pages.
- Extended abstracts in English should have a minimum of 2 pages, single-spaced.
- Full papers in Portuguese must be single-spaced and should not exceed 15 pages, and include a 2-page extended abstract in English.

Full papers and extended abstracts should not contain any identifying information. Names and affiliations of all authors should be sent in a separate file, with a biographical sketch, and contact information.

All submissions should be in digital format (MS Word file).

Please send all submissions (two files: paper/extended abstract and author information) electronically to: nupin@iag.puc-rio.br

Proceedings: Accepted papers and extended abstracts will be published in the conference proceedings in digital format. Edited Book: Select papers presented at the Conference will be invited for inclusion in an edited book.

Conference Registration Fees:

Faculty: $150, Doctoral Students: $50

Conference registration fee covers: reception on September 11th, lunch and dinner on September 12th, lunch on September 13th, as well as all planned coffee breaks and conference materials. Participants in optional excursions will incur an additional fee.

Conference Venue and Accommodations

All conference sessions and panels will be held at the Barra Windsor Hotel. A special rate of R$520.00 (around US$220) per night has been obtained for conference participants. Hotel accommodations include complimentary internet in the guest rooms and continental breakfast. Reservations must be made by September 5, 2014 in order to receive the reduced rate.
For More Information:

Conference website: www.nupin.net/middleclass or middleclass.iag.puc-rio.br
2013 Conference website: http://middleclassconference.robinson.gsu.edu/
2013 Conference program: http://cba.gsu.edu/resources2/files/ciber/mc-conference-program.pdf

Conference Secretariat: Mr. Henrique Pacheco
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