

Department of Marketing



Research Seminars Series

Maura L. Scott, Arizona State University (US)

November 26, 2025 | 12:00 - 14:00 | AD.0.090 Sitzungssaal 6

Influence for Impact: How Marketing Can Help to Address Society's Challenges

Abstract: Maura Scott discusses approaches to leveraging marketing to help improve consumer and societal well-being. She highlights research that examines the journeys of consumers as they navigate healthcare and financial services. She also discusses how technology can help to facilitate well-being, particularly among marginalized consumers. In addition, she highlights the plans of the Journal of Marketing Editor team. These plans focus on being supportive and inclusive toward authors and on heightening the rigor, relevance, and reputation of the flagship journal in marketing. She discusses how scholarly journals such as JM can be impactful in helping to examine society's grand challenges.