

Collaborative Approaches to Create Positive Societal Impact

To address the pressing societal problems of our time—poverty, hunger, climate justice, inequity, and many others—collaborative relationships which include societal impact partnerships between nonprofits who work to ameliorate societal problems, academics who study these problems, businesses with a social purpose, changemakers, and foundations, philanthropists, and governments who fund the work are needed. The intent of collaborative approaches is to increase the positive societal impact of social good initiatives. In particular, collaborations between such entities and local community-based grassroots organizations are vital to creating positive societal impact. But collaborations raise the potential for differences in values, methods, and culture between funders, nonprofits, academics, and other stakeholders. To address these collaboration challenges, Nardini et al. (2022) advise that we must innovate “a new paradigm for scaling social impact ... to generate programs and ideas that scale social impact on a local level within communities and on a broader level between and among communities.”

In this special issue, we explore collaborative approaches for creating positive societal impact. We are interested in conceptual or empirical papers or hybrid research. Conceptual papers may include reviews of prior research on a substantive topic tied to collaborative social impact,

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social impact scaling, or measuring social impact, introduction of new theories or research streams from outside the field of consumer behavior, or frameworks for developing future research that change the way we think about collaboration, creating social change, and measuring impact. Empirical papers regardless of methodological approach (experiments, field studies, qualitative methods, surveys, modeling, or other approaches) are all welcome. We are particularly interested in work with the potential to expand theory but also influence practice. Empirical illustrations or examples could be included in conceptual papers, making them hybrid in nature. Regardless of the societal topic explored, collaboration in pursuit of positive social impact must be at the heart of the contribution.

We encourage creative thinking about research focused on how collaboration can lead to positive societal impact. Some examples we are particularly interested in:

- Research that connects diverse stakeholder groups (e.g., academia, government, non-profit/SIO, businesses, philanthropy) and their views for how to collaborate to create social impact.
- Research that brings a collaborative interdisciplinary approach to tackling social issues and creating positive impact.
- Research that offers new theoretical perspectives on creating social impact, including theory developed in another discipline and its applications to consumer research.
- Research that investigates the process of collaboration and/or how collaborative efforts generate positive societal impact.
- Research on important public policy issues that pertain to social justice, e.g., positive marketing to create a civil society, social marketing to address broad social issues (housing, poverty, hunger, gun reform, equality in all its forms, mental health, sustainability, reproductive rights, etc.), equalizing opportunity for vulnerable populations using collaborative efforts.
- Research that offers practice-oriented examples for how to scale social innovations via collaboration, and how to define and measure impact that is meaningful to diverse stakeholder groups.



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Submitted manuscripts should not exceed 8,000 words. Submissions will receive double-blind peer review consistent with all top journals in the field of consumer research. Author guidelines can be found online at the JACR website. If you have specific questions or would like the editors' reaction to a proposed submission, please contact one of the editors at mgbublitz@wisc.edu or lperacch@uwm.edu.