



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

The Marketing Area at IIMB will host a talk on

(i) Marketing Research to Promote Individual and Societal Well-Being: A Journey

(ii) Strategic plan for the Journal of Public Policy & Marketing



by:

MAURA L. SCOTT

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Joint Editor-in-Chief – Journal of Public Policy & Marketing

[Register here](#)

Date: 05th April, 2022

Time: 07:30 p.m. - 08:30 p.m.

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, particularly the vulnerable and stigmatized, as they navigate healthcare and financial services. Furthermore, she discusses the strategic plan for the Journal of Public Policy & Marketing, which is built on a foundation of inclusivity and includes four pillars: (1) focus on topics that make a difference in the world, (2) intentionally engage diverse and global policy perspectives, (3) encourage business relevance and impact, and (d) offer a variety of marketing lenses. She discusses how scholarly journals, such as JPP&M, can be impactful in helping to examine society's grand challenges.