

Promoting Peace Through Social Marketing

Co- Authored paper by Paromita Goswami, Associate Professor, School of Management and Entrepreneurship (SME) accepted at the World Conference of Social Marketing



‘Is Peace-building possible through Marrying Social Enterprise and Social Marketing? A Conceptual Model Development’, a paper by Paromita Goswami, Associate Professor and Partha Sarathi Roy, Assistant Professor, School of Management and Entrepreneurship, has been accepted for presentation at the World Social Marketing Conference. The conference will be held at Sydney from 19-21 April 2015. In this paper, they study the current structure of social enterprises (SE) in the area of peace-building, and argue that SEs working for peace could benefit if they consciously adopt social marketing principles and a hybrid structure with both for-profit and not-for-profit elements.

Paromita’s research focusses on promoting peace between faith communities with a history of violent conflicts. During her postdoctoral work at University of Pittsburgh as AAUW Fellow, she explored Muslim-Christian relationship in the USA in the broad backdrop of religious terrorism. Her paper, ‘Social Marketing Approach to Revoke Terrorists’ Societal License to Kill: Peacebuilding between Christians and Muslims with ZMET Formative Research’, was presented at the 23rd Annual Social Marketing Conference: Idea Beyond Borders. The Conference sponsored by University of South Florida was held during 20-21, June 2014. At the same conference, she was an invited panelist at the Gender Equity Collaboratory and is also serving as the Planning Committee Member of the 24th Annual Social Marketing Conference sponsored by University of Florida to be held in 2016.

Paromita is also interested in pursuing research on violence against women in public places, in the context of the concepts of consumption of the ideas of feminine identity and masculinity.