

# INAUGURAL PROFESSORIAL ADDRESS

PUBLIC LECTURE SERIES 2021

# AUT



**PROFESSOR  
BEN  
WOOLISCROFT**

## Macromarketing: Time to think big

How do business, marketing, exchange and consumption contribute to quality of life? How might they contribute more or better? These questions drive the research of Ben Wooliscroft, Professor of Macromarketing in the Department of Marketing.

Macromarketing is the “study of interactions between markets, marketing and society”, how we can do things better for the benefit of all. “Saving the world, not selling it.”

In his inaugural professorial address, Professor Wooliscroft will discuss research in macromarketing, its importance as an approach to studying market phenomena, and the need for macromarketing-driven “systems research”. He will examine why systems behave differently to the sum of

their parts and how feedback loops reinforce or embed behaviour, limiting the potential change to better behaviour.

“Macromarketing is essentially an optimistic discipline concerned with how we might improve the environment and society,” says Professor Wooliscroft.

Ben is a New Zealander born in Wellington, spending his early years in Christchurch before an extended period as a resident of Dunedin. His studies were completed at the University of Otago where he met his wife and frequent co-author. He moved to AUT and Auckland in 2019 where he is the Associate Dean Research in the Faculty of Business, Economics and Law, President of the Macromarketing Society Inc. and Associate Editor of the Journal of Macromarketing.

**TUESDAY  
11 MAY  
4.30–5.30pm**

AUT City Campus  
WA Conference Centre  
55 Wellesley Street East  
Auckland 1010

To register for this event,  
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Refreshments will be served  
after the address.

