Column 17 Family: Stakeholders and Sustainability

Expands column 17 of the Periodic Table of Marketing Strategy, Version 1.0. 39 constructs in 10 families across the parent's 7 eras, plus 8 open positions. Outlined spine cells are the parent's own cells and keep their parent symbol and number.

ell: satellite number, influence pips (within the stream), block code, then symbol, construct, and anchor works (alphabetical).

Formulation, content · **FP** Formulation, process · **IC** Implementation, content · **IP** Implementation, process

Inputs: resources and sets · **OUT** Outputs: performance · **ENV** Environment and context

landmark ■■□ major ■□□ emerging or specialized · open position · parent spine cell

	A · MARKETING AND SOCIETY			B · STAKEHOLDERS AND RESPONSIBILITY		C · SUSTAINABILITY AND WELL-BEING			D · POLICY AND VALUE	
	1 Broadened Marketing and Macromarketing	2 Social Marketing	3 Marketing Ethics	4 Stakeholder Orientation and Marketing	5 Corporate Social Responsibility and Consumers	6 Environmental and Green Marketing	7 Market-Focused and Strategic Sustainability	8 Consumer Well-Being and Transformative Research	9 Public Policy and Regulation	10 Social Performance and Firm Value
PERIOD 1 Foundations to 1969	S1 ■■■ ENV **Bm** Broadened Marketing Kotler and Levy, 1969 = P11, column 17	S2 ■□□ ENV **Wb** Selling Brotherhood Like Soap Wiebe, 1951	S3 ■■□ FP **Bt** A Model for Ethics in Marketing Bartels, 1967							
PERIOD 2 Planning 1970s	S4 ■■■ ENV **Nm** Nature and Scope of Marketing Hunt, 1976	S5 ■■■ IC **So** Social Marketing Kotler and Zaltman, 1971 = P21, column 17				S6 ■■□ OUT **Ec** Ecologically Concerned Consumers Kinnear, Taylor, and Ahmed, 1974			S7 ■■□ IP **Rp** Marketing Research for Public Policy Wilkie and Gardner, 1974	
PERIOD 3 Competitive Advantage 1980s	S8 ■■□ ENV **Mm** Macromarketing Hunt, 1981	S9 ■■□ IC **Sl** Social Marketing Problems and Challenges Bloom and Novelli, 1981	S10 ■■■ IP **Et** Marketing Ethics Ferrell and Gresham, 1985; Hunt and Vitell, 1986 = P37, column 17						S11 ■□□ ENV **La** Legal Aspects of Marketing Strategy Stern and Eovaldi, 1984	
PERIOD 4 Orientation and Relationships 1990s	S12 ■■■ ENV **Mt** Marketing's Contributions to Society Wilkie and Moore, 1999	S13 ■■■ FC **Dn** Social Marketing Domain Andreasen, 1994	S14 ■■□ IP **Oe** Organizational Consequences of Ethics Hunt and Vasquez-Parraga, 1993	S15 ■■□ FP **Mu** Multiple Stakeholder Orientation Greenley and Foxall, 1997	S16 ■■■ OUT **Ca** Corporate Associations Brown and Dacin, 1997	S17 ■■□ FC **Ev** Enviropreneurial Marketing Kilbourne and Beckmann, 1998; Menon and Menon, 1997 = P54, column 17		S18 ■□□ FC **Ql** Quality-of-Life Marketing Sirgy and Lee, 1996	S19 ■□□ ENV **Pu** Public Policy Research Agenda Wilkie, 1997	
PERIOD 5 Assets and Accountability 2000s	S20 ■■□ ENV **Er** Four Eras of Marketing Thought Wilkie and Moore, 2003	S21 ■■□ FC **Ss** Social Change Marketplace Andreasen, 2002	S22 ■■□ FP **Gt** General Theory Revised Hunt and Vitell, 2006; Laczniak and Murphy, 2006	S23 ■■□ FC **Bk** Stakeholder Marketing Beyond the Four Ps Bhattacharya and Korschun, 2008	S24 ■■■ OUT **Dg** Doing Good and Doing Better Sen and Bhattacharya, 2001	S25 ■■□ FP **Ce** Corporate Environmentalism Banerjee, Iyer, and Kashyap, 2003	S26 ■■■ FC **Sr** Strategy and Society Porter and Kramer, 2006	S27 ■■□ ENV **Tr** Transformative Consumer Research Mick, 2006	S28 ■□□ ENV **Td** Two Decades of Marketing and Public Policy Sprott and Miyazaki, 2002	S29 ■■■ OUT **Cs** CSR and Market Value Luo and Bhattacharya, 2006; Maignan and Ferrell, 2004 = P72, column 17
PERIOD 6 Engagement and Networks 2010s		S30 ■□□ IC **Is** Integrative Social Marketing Lefebvre, 2011	S31 ■□□ FP **Nr** Normative Marketing Ethics Laczniak and Murphy, 2019	S32 ■■■ FC **Sk** Stakeholder Marketing Ferrell et al., 2010; Hult et al., 2011	S33 ■■□ OUT **Cw** CSR Value Creation Review Peloza and Shang, 2011	S34 ■■□ OUT **Su** Sustainability Liability Luchs et al., 2010	S35 ■■□ FP **Fs** Market-Focused Sustainability Chabowski, Mena, and Gonzalez-Padron, 2011; Crittenden et al., 2011; Hult, 2011 = P90, column 17	S36 ■■■ IC **Sf** SHIFT Framework White, Habib, and Hardisty, 2019		S37 ■■□ OUT **Mw** CSR, Shareholder Wealth, and Marketing Capability Mishra and Modi, 2016
PERIOD 7 Frontier 2020s	open position ? *Marketing and society amid polarization*	open position ? *Social marketing through platforms and AI*	open position ? *Ethics of algorithmic marketing*	open position ? *Stakeholder orientation when AI agents are stakeholders*	open position ? *CSR and consumers in politicized markets*	open position ? *Green claims under greenwashing regulation*	S38 ■■□ FC **Mv** Market-Driving Sustainable Marketing Sheth and Parvatiyar, 2021	S39 ■■□ OUT **Bw** Better World Marketing Chandy et al., 2021 = P97, column 17	open position ? *Regulating AI and data in markets*	open position ? *Sustainability performance and investor valuation*

How to read. Rows, block colors, and tier marks follow the parent table; tiers are judged within the stream. Down a column follows one family through time; across a row shows what the stream studied in an era. Spine cells may carry added anchors under the satellite's inclusion rule, which admits the stream's own journals and the outlets in which its defining statements appeared.

Placements, anchors, and tiers are editorial judgments, and anchors are entry points rather than a complete record of any stream. Anyone who uses or adapts this table is responsible for verifying its contents against the original works.

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