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# **MARKETING SCHOLARSHIP AND INDIGENOUS KNOWLEDGE: A SYSTEMATIC LITERATURE REVIEW AND EXPLORATION**

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**Prof. Chinmoy Bandyopadhyay** is an Assistant Professor of Marketing at Jindal Global Business School, O.P. Jindal Global University, India. Before entering academia, he worked with two reputed non-profit organizations as a Program Officer and Consultant (Documentation and M&E). His current research, teaching, and academic activities revolve around social enterprise marketing and the intersection of the Sustainable Development Goals (SDGs) and marketing. Chinmoy's other research interests include brand stereotyping, brand activism, social enterprise legitimacy, and social enterprise networking. He has published his research in leading marketing journals such as Marketing Intelligence & Planning, Industrial Marketing Management, and the Australasian Journal of Marketing. His scholarly and pedagogical contributions reflect a strong commitment to integrating sustainability, ethics, and cultural understanding into marketing education and practice.

This paper synthesizes and critically examines how marketing scholarship has engaged with Indigenous knowledge systems and worldviews. Drawing from a systematic literature review, the study explores the intersections between Indigenous aspects (e.g., products, people, processes, and culture) and marketing, identifying major thematic clusters. The review reveals both the opportunities and gaps in integrating Indigenous perspectives within mainstream marketing discourse, especially concerning responsible innovation, market shaping, and social-ecological resilience. The paper further discusses a conceptual framework illustrating pathways through which Indigenous aspects and knowledge can enrich marketing theory and practice, contributing to more inclusive, regenerative, and culturally grounded approaches to market systems and value creation.

**MODERATOR: PROF. NAMAN SREEN, ASSOCIATE PROFESSOR, JINDAL GLOBAL BUSINESS SCHOOL**

**FRIDAY**

**31<sup>st</sup> OCT**

**10:30 AM-11:30 AM**

**LINK**



Meeting Link: <https://zoom.us/meeting/register/pxj8ArNTTj6Oft9KL5fmYw>  
Password: JGU