The Operationalizing Critical Race Theory in a Marketplace Context track aims to transform the way race is treated in marketplace research. Despite attempts to marginalize race in much of the public discourse and the scientific debunking of race as a legitimate biological concept, race still matters. Discussions of race in the marketplace, however, are often subsumed into broader discussions of ethnicity or multiculturalism, limiting our knowledge of the particular role of race. Furthermore, while contemporary discourses on race and racism in other fields of study draw on Critical Race Theory (CRT) — a movement that recognizes that racism is engrained in the fabric and system of our global society — limited research on race in the marketplace has seen analogous engagement.

Building on research approaches delineated at the inaugural 2017 Race in the Marketplace (RIM) Forum, we aim with this track to build a more critical scholarship approach to RIM research by demonstrating the theoretical relevance and validity of analyzing media reports and other narratives on a social media platform as an approach to operationalizing the concepts of CRT. We aim build on the momentum developed at the RIM Forum, and especially on the active RIM Facebook group that contains over 100 reports (narratives) of issues, challenges, experiences and outcomes related to the role of race in different types of markets, and for different groups. Our goal involves bringing together RIM scholars who represent different approaches to explore these data and theorize the role of race in specific markets, across different types of markets and different racialized groups.