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NEOMODERNISM: TOWARDS A PARADIGM SHIFT IN MARKETING

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ABSTRACT *The purpose of this paper was to address the paradigm shift in the philosophy of marketing science. This shift from modernism to postmodernism and now to neomodernism has been providing new perspectives in terms of the generation of knowledge related to marketing theory and practice as well as marketing research. Neomodernism reflects a combination of commonly appreciated facets of the previous paradigms (e.g. Modernism and Postmodernism), and thus presents a more mature and comprehensive perspective. In the paper, first, the emergence of Neomodernism was depicted in a historical point of view, and second, its possible implications for the certain aspects of marketing research, theory and practice were discussed.*

JEL Codes:

M390, M310

Keywords Neo-Modernism, Marketing Research, Marketing Theory

NEOMODERNİZM: PAZARLAMADA BİR PARADİGMA DEĞİŞİMİNE DOĞRU

ÖZ *Bu makalenin yazılış amacı pazarlama biliminde hissedilmekte olan paradigma değişimini ele almaktır. Modernizmden Postmodernizme ve şimdi de Neomodernizme doğru gerçekleşen bu paradigma değişimi, pazarlama araştırmalarına yönelik bilgi üretimi bakımından olduğu kadar pazarlama kuramı ve uygulamasına ilişkin bilgi üretimi bakımından da yeni bakış açıları sunmaktadır. Neomodernizm kendinden önceki paradigmların (Modernizm ve Postmodernizm gibi) genel kabul görmüş yönlerini bir araya getirerek, daha olgunlaşmış ve kapsayıcı bir görüş sunar. Bu makalede, öncelikle Neomodernizmin ortaya çıkışı tarihsel açıdan ortaya konmuş, ikinci olarak ise, bu yeni paradigmanın pazarlama araştırması, pazarlama kuramı ve uygulamasının belirli yönlerine ilişkin çıkarımlar tartışılmıştır.*

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1. INTRODUCTION

In social sciences, major progress in the theory takes place when: “ (a) phenomena outstrip their explanatory frames, (b) there is a perceived crisis of knowledge and worldviews, and (c) the fields are ready to embrace new frames”(Dholakia, 2009: 825). As a discipline under social science, marketing confronts such a challenge as well.

The analysis made on the evolution of marketing since the 1950's reflects a “clear modern approach” that led the principles, and the notions of marketing, still generally shared. Whilst it is generally shared by the academic community, some authors (e.g. Brown, 1993; Cova, 1996; Fuat Firat, Dholakia, & Venkatesh, 1995; Patterson, 1998) have criticized the notions, theories, metanarratives, and philosophies of the modernist worldview of marketing. The critiques mainly focus on ontological and methodological aspects of the modernist marketing view. The postmodernist authors reject the idea of reality, and claim that all of the social phenomena are context-dependent. For this reason, it is argued that social science neither can aim at objectivity, nor absolute reality. On the other hand, Postmodernism highlights the role of experiences, instead of the objective, rigorous, and overly standardised methods of knowledge generation. Additionally, different from marketing thought, Postmodernism brings some more critiques on social order encompassing consumer behaviour and marketing practice either. What this critique points out is Modernism failed in constructing an ethical, rational, technology-oriented, progressive and unifying social order. (Addis & Podestà, 2005). Briefly, it can be said that Postmodernism did not manage to provide an agreeable and attractive option for the marketing discipline, still, it brought some valuable critiques (Kavanagh, 1994).

The purpose of the extant conceptual paper is twofold. The first purpose is to highlight the valuable critiques of Postmodernism, and the second one is to bring into light an alternative paradigm taking into account the critiques. In direction of this effort, the problematic aspects of Modernism evaluated in terms of marketing theory, methodology and practice. Then, having regard to the critiques of Postmodernism, Neomodernism paradigm is described and suggested to be a promising solution for the problematic aspects of the marketing discipline.

The structure of paper as follows: A review of the literature on Modernism, Postmodernism and finally Neomodernism paradigms were the starting point. Describing the origins, concepts, the philosophy underlying their ontology and methodology constituted the essential emphasis of the literature review. After giving a comprehensive analysis of the paradigms, these analyses synthesized to provide some theoretical and practical implications with regard to the Neomodernism in the marketing.

2. LITERATURE REVIEW

2.1. Modernism: Classics Never Die...

Even though Modernism emerged as a system of thought with the impact of the Enlightenment in the mid-17th century (Firat & Venkatesh, 1995), the roots of initial Modernist thoughts date back earlier. The scientific advances that took place in the mid-16th century (Magee, 2010) has given birth to the Modernist movement in the West. As a consequence, the Modernist movement grounding in the scientific and rational principles of the Enlightenment had displaced of “the biblical tradition” with “the power of free enquiry”(Patterson, 1998, s. 70) and, has caused many great changes in human life.

In order to better understand the concept of Modernism, it will be beneficial to look at the fairly comprehensive glossary for the Modernism terminology provided by Venkatesh and colleagues (1993) in their editorial paper for the special issue on Postmodernism in the International Journal of Research in Marketing published in 1993. In their words, the definition of Modernism is:

“While modernity refers to the period, modernism refers to the social-cultural-economic idea systems and institutions. It signifies, among other things, the development of science as the basis of universal knowledge, secularism in human thought, the preeminence of individual reason, and the emergence of rational structures in the social and economic order. Modernism is coterminous with the rise of capitalism and liberal democracy (and Communism), the rise of the bourgeois subject, the separation of mind and body and the premise of the superiority of mind over body in human affairs, the separation of subject from object. All these developments have a unifying principle of rational, technical system of beliefs and are considered the metanarratives of modernism. The logic of modernism is that it liberates the individual from superstitious beliefs and religious excesses” (Venkatesh et.al, 1993:220).

After its first emergence in the 17th century, Modernity had reached its peak between 18th and 19th century during the Industrial Revolution Period, which led to some of the monumental advances in living standards and prosperity in Europe. As a striking example, in the mid-18th century in France, only %30 of the children used to live more than 5 years, average life expectancy was not more than 40 years, and the majority of the teenagers were toothless before the age of twenty, a lucky minority of the population were able to read and write (Bisk, 2002). Surely, the advance that humanity made from that days to present is the success of reason and positive sciences, in other words Positivism. However, this advance is not limited to the then-new technologies or industrial production. It can be claimed that individual human thought was also influenced by the advances that originated from Modernism, “gathering together the philosophical currents of Neo-positivism, Logical Empiricism, Logical Positivism and Neo-empiricism thinking; dating back to Descartes and Kant, Smith, Locke and Hume, the members

of the Positivism movement are generally considered the pioneers of Modernism ...” (Addis and Podesta 2005:395 cited Cobb, 1990; Abbagnano, 1995). The ontological² character of the Positivist paradigm was realistic and was assuming that reality exists ‘out there’, in other words, reality is not the product of the mind. If so, there was a crucial question about reality: ‘how can we understand the world in which we live?’ the issue of ‘way of knowing reality’ was related to the epistemological³ facet of the question. In positivism, the answer to this question includes rigorous empirics, logical proofs or mathematics (another version of this epistemological debate, namely positivism-relativism, took place between Hunt and Anderson in the marketing discipline) (Kavanagh, 1994). As a consequence of its empirical and realist approach, Positivism movement also affected the realm of metaphysics. Accordingly, Positivism rejected all of the entities which was not able to verify via positivistic methods. According to Kavanagh:

“God’s primordial position came under direct attack from Descartes, who argued for the centrality of the cogito – his own mind. And God was successfully displaced from the epicentre by Man during the Enlightenment in which a belief in science and reason superseded a belief in the metaphysical. Indeed, the hallmark of positivism, as developed by Hume and the Logical Positivists, was its total rejection of metaphysical beliefs and particularly the Judaeo-Christian paradigm. Thus positivism, as part of the Enlightenment, represented a paradigm shift from a theocentric³ to an anthropocentric⁴ paradigm” (Kavanagh,1994:29).

At the core of Modernism, there exists the endeavour to get rid of the dogmatic pressure and comprehend ‘the reality and truths’ of the physical world surrounding the human. For the first time after antique ages, the possibility of understanding, explaining, even controlling the physical, social or economic phenomena via reason and the scientific method was rediscovered in the Enlightenment Age. The influence of this idea and its practical outcomes led to a scientific, and then technological boom that would result in a great progress in human life. The influence of Modernism, according to Whall and Hicks (2002) at least with given aspects, is still dominant, respectively, in physical and social sciences. Especially, Modernism has a firm place in the midst of the scientific knowledge-generation debates, and still has impacts on other thought systems like Postmodernism (see Kavanagh D. (1994). Hunt versus Anderson: Round 16).

² Ontology is “the part of metaphysics which treats of the nature and essence of things. In the social sciences, its use is generally limited to the nature and essence of the social world and man's existence.” (See Karavanagh, 1994)

³ Epistemology is “the branch of philosophy which deals with the origin, nature, and limits of human knowledge.” (See Karavanagh, 1994.)

³ Having theology as the main focus.

⁴ Having Man as the main focus.

2.2. Postmodernism: An Opposition...

Starting from the mid-19th century several objections have risen against some philosophical aspects of the modernist thought, namely the idea of human rationality, the knowable reality and truth concepts. Besides philosophical aspects, the idea of progress and the modernist utopia for humanity were being questioned by many post-structuralist thinkers, e.g. Derrida, Foucault, Lyotard, Lacan, Barthes, Kristeva and so on (Cova, 1996). According to Rosenau (1992), Modernism failed in constructing an ethical, rational, technology-oriented, progressive and unifying social order. For that reason, not all the social classes were able to attain enough from the prosperity, as promised by the modernist discourse.

On the other hand, in the first half of the 20th century, the rapidly developed technology and industry resulted in world-wide wars for the sake of grabbing the biggest portion of raw material sources and colonies. For Brown (1993), the Modernity was the era of death camps, nuclear weapons, environmental pollution, starvations, neo-colonialism, which of those caused counter-culture movements opposing to authority, aspirations, assumptions and artefacts of the 'establishment', by the late 1960s. Accordingly, the critiques put forth two main arguments: first, Modernism has led to catastrophes in ecology, politics, economy, etc.; and second, human power is limited in many aspects (Bisk, 2002).

Paralelly, in the same period of time, to express the breaking with the functional and rational approach of Modernism in architecture, the term Postmodernism first appeared in the literature. (Cova, 1996). However, the concept of Postmodernism is still without a clear-cut definition due to definitional difficulties. The first these to these difficulties is said to have arisen from the ambiguity surrounding the concept (Brown, 1994). Second, Postmodernism is a complication of several bodies of knowledge with different origins (Firat & Venkatesh, 1995).

Consequently, many authors found the solution to the definition problem by describing the critiques, characteristics, expressions and conditions of Postmodernism (e.g. Brown, 1994; Cova, 1996; Firat, 1992; Firat and Venkatesh, 1995; Firat and Dholakia, 2006; Patterson, 1998, Venkatesh et al., 1993).

Although, there is no consensus on the definition of Postmodernism, one of the clearest descriptions, including many critiques against Modernism, is made by Venkatesh and colleagues (1993). They describe Postmodernism as:

“A cultural condition and philosophical position that questions the fundamental assumptions of modernism while exposing modernist tendencies as social constructions which are arbitrary and self-serving. It critiques modernism as an oppressive development in Western history and argues that instead of truly liberating the individual as modernism claims, it has, in fact, turned out to be as oppressive as the system it has

displaced. The central ideas of postmodernism can be found in related themes bearing labels such as deconstructionism, poststructuralism, feminism, orientalism” (Venkatesh et.al, 1993:220).

Firat and Dholakia (2006) conclude the main characteristics, in their own words the sensibilities of Postmodernism in three dimensions. The first is “tolerance against differentiation, rather than the adoption of a single project, like the grand future project or of any utopian approaches of Modernism. Second, Postmodernism rejects "one best choice in any circumstance" and engages current conditions in a critical and playful way, rather than trying to find a consensus on the best choice. Third, postmodernists focus on the present rather than the past or future (pp.127).

Table 1. Postmodern Conditions

Postmodern Conditions	Brief Descriptions
Openness/tolerance (van Raaij, 1993)	Acceptance of difference (different styles, ways of being and living) without prejudice or evaluations of superiority and inferiority
Hyperreality (Firat & Venkatesh, 1993)	Constitution of social reality through hype or simulation that is powerfully signified and represented
Perpetual present (Brown, 1993)	Cultural propensity to experience everything (including the past and future) in the present, “here and now”
Paradoxical juxtapositions (Firat & Venkatesh, 1993)	Cultural propensity to juxtapose anything with anything else, including oppositional, contradictory and essentially unrelated elements
Fragmentation (Firat & Venkatesh, 1993)	Omnipresence of disjointed and disconnected moments and experiences in life and sense of self – and the growing acceptance of the dynamism which leads to fragmentation in markets
Loss of commitment (Firat & Shultz, 1997)	Growing cultural unwillingness to commit to any single idea, project or grand design
Decentring of the subject (Firat & Venkatesh, 1993)	Removal of the human being from the central importance she or he held in modern culture – and the increasing acceptance of the potentials of his/her objectification
Reversal of consumption and production (Firat & Venkatesh, 1993)	Cultural acknowledgement that value is created not in production (as posited by modern thought) but in consumption – and the subsequent growth of attention and importance given to consumption
Emphasis on form/style (Brown, 1993)	Growing influence of form and style (as opposed to content) in determining meaning and life
Acceptance of disorder/ chaos (Brown, 1993)	Cultural acknowledgement that rather than order, crises and disequilibria are the common states of existence – and the subsequent acceptance and appreciation of this condition

Adapted from A. Fuat Firat, Clifford J. Shultz II, (1997) "From segmentation to fragmentation: Markets and marketing strategy in the postmodern era", *European Journal of Marketing*, Vol. 31 Issue: 3/4, pp.183-207.

Many postmodernist authors (e.g Brown, 1993; Firat & Shultz, 1997; Firat & Venkatesh, 1993; Van Raaij, 1993) offered Postmodern conditions to illuminate the concept of Postmodernism. By the postmodernist authors, the postmodernist conditions are claimed to create a considerable influence on the culture that consumers and firms live within. These conditions presumed to shape the cultural context of all the Western and Westernized societies are presented with their brief descriptions in Table 1.

Putting together all of the critiques, characteristics, expressions and conditions of Postmodernism described above, it is fairly clear that Postmodernism is, on the one hand, a descendant of Modernism (Patterson, 1998), on the other hand, a critique of it (Firat & Venkatesh, 1995). It has been expressed that the fundamental defining difference between Modernism and Postmodernism lays in their ontological approaches. In that, Postmodernism refuses the Modernist idea that “human social experience has fundamental real bases” (Fuat Firat, Dholakia, & Venkatesh, 1995: 40). That is to say, Postmodernism disclaims the idea of absolute reality, and argues that reality is just the context within which all the individuals, even all the living entities act together. If so, science neither can aim at objectivity, nor absolute reality. In general what this means is that, for Postmodernist thought, the reality is context-dependent, and differs according to contexts and individuals(Addis & Podestà, 2005).

When it comes to epistemology, in contrast with Modernism, Postmodernism adopts the removal of the long-established objective, standardised, rigorous methods for constructing and judging a scientific theory. Accordingly, Postmodernism emphasises the role of experiences, instead of objective methods of knowledge generation. Thus, the researcher is confronted with a risky test with the refusal of standardized research methods and the deprivation of external support. However, what the adoption of Postmodernism is claimed to mean is getting rid of a stifling cage and having more freedom in terms of the epistemology (Addis & Podestà, 2005).

Taking all into consideration, it could be suggested that the contradiction between Postmodernism and Modernism originates from the differences in their philosophical, ontological and epistemological focuses. Brown (1993) summarises these differences perfectly and states that "whereas, modernism stands for the scientific virtues of objectivity, rigorous, detachment, precision, logic and rationality, postmodernism champions the artistic attributes of intuitions, creativity, spontaneity, speculation, emotion, and involvement" (pp. 22). Obviously, Postmodernism is more related to the humanities like arts, architecture, literary, rather than administrative, social or natural sciences. The freedom and creativity inherent in Postmodernism may provide an advantage in creating new ideas, concepts, and theories.

However, the epistemological methods of Postmodernism constitute remarkable limitations in terms of scientific research.

In the final analysis, it can be concluded that, despite the postmodernist paradigm brought some valuable and deep critiques, it has not succeeded in bringing an agreeable and attractive option (Kavanagh, 1994). The postmodernist critiques on the deficiencies of Modernism indicate that there still exists a need for a paradigm shift both in the marketing science and practise.

2.3. Neomodernism: A Grey Zone Between Black and White...

A paradigm shift from modernism to postmodernism and now to neomodernism has been stated by many authors (Bisk, 2002; Reed, 2006; Reed, 2008; Whall and Hicks, 2002). Among them, Reed (2006) describes neomodernism paradigm as a combination of former paradigms:

“Neomodernism advances ideas derived from the intersection of modernism and postmodernism values of science, several of which originated in the 17th century Enlightenment. These include a spirit of experimentation, disenchantment with dogmatic views about truth, desire for emancipation from ignorance and authority, creative and critical thinking, tolerance of ambiguity; an open-ended view of nature; and scepticism. Postmodernism departs from modernism in its dispute of foundationalism, a belief in an unchanging truth; essentialism, the belief in a universal essence in human nature; and realism, belief in a universal reality that exists independent of historical or social context” (Reed, 2006:36)

It is clear from the above that the Neomodernist paradigm accepts pluralism and tolerance to differences, but rejects relativism and absence of future vision (Bisk 2002). The basic comparison among the paradigms is given in Table 2.

Although Kuhn's (1970) concept of incommensurability proposes that speaking, and understanding each other are not a realizable situation for the scientists who adopted different paradigms and live in different worlds, Laudan (1977) challenges this hypothesis and argues that by the time, science has been constituting its own research traditions by aggregating assumptions, methods and axioms directing science. Even though scientific theories have changed considerably in time, the scientific traditions saved some commonalities based on the former research traditions. Even though scientific theories changed considerably in time, the scientific traditions saved some commonalities based on the former research traditions (Whall and Hicks, 2002: 74 cited Laudan, 1977). Accordingly, it can be claimed that these common research traditions make possible some universal scientific standards covering all of the scientific disciplines.

Table 2. The Three Paradigms

Modernism	Neomodernism	Postmodernism
Reason can make human society more just	The new science of Man accepts uncertainty and recognizes the role of values	Reason is the Western ideological construct
Objectivity; values neutrality	Realism; values provide the framework for scenarios	Subjectivity; moral relativism
Individualism	Pluralism	Multiculturalism
Material progress and moral progress are the same	Material Progress and moral progress should be balanced in a democratic society.	Material progress does not lead to moral progress
Ontological Model: Realism	Ontological Model: Realism	Ontological Model: Relativism
Epistemological Model: Positivism	Epistemological Model: Critical Realism (and also includes pluralistic combinations of different methods in knowledge development.)	Epistemological Model: Critical Relativism

Adapted from Tsvi Bisk, "Toward a Practical Utopianism", *The Futurist*, vol.36, issue.3, 2002.

As a scientific paradigm, Neomodernism reflects some specific ontological and epistemological tenets that might open new horizons, especially to the marketing research. The paradigm combines some grounded ideas with the new ones, and presents the following innovative ideas on the philosophy of science. Since the ontological view will help to establish the ontology-methodology link, it will be useful to start with looking into the ontological approach of critical realism.

The ontological model of Neomodernism is critical realism and strongly supports the idea that there exists a universal reality 'out there' independently of human knowledge (intransitive domain) (Bashkar, 1975). However, generation of knowledge is an outcome of human effort (transitive domain) and the knowledge of any natural thing is being produced in a social context (Archer, Bhaskar, Collier, Lawson, & Norrie, 1998, s. 65). What this reveals is, despite its realistic ontology, critical realism accepts the epistemological interpretivism which exhibiting the fallibility or relativity of human knowledge (at least to a limited extent). Therefore, critical realism is generally viewed as a middle way between Empiricism/Positivism and Interpretivism/Relativism taking the social phenomena as context-dependent (Mingers, 2004; Zachariadis, Scott, & Barrett, 2013). Additionally, it is important to emphasize that, as a nuanced form of realism, critical realism allows the interpretivism to a limited extent.

Moreover, the critical realist ontology accepts the “assumption of universal/shared principles besides individual uniqueness and local truths” (Reed, 2006:37). Hence, the neomodernist scientific perspective acknowledges partial truths on the way to universal truth, and wants open theories that have the possibility to go beyond themselves. (Reed, 2006 cited Da Costa, 2003). From this point of view, Neomodernism departs from rigid Positivism in terms of ‘accepting uncertainty and the role of values’.

After the ontology of the paradigm, the concept of epistemology, that is the methodological approach and the mixed-methods within that were discussed.

Unlike the logical empiricism of Modernism, Neomodernism adopts critical realism as the epistemological model. Critical realism is a doctrine arguing that "all knowledge must be critically evaluated and tested to determine the extent to which they do, or do not, truly represent or correspond to that world" (Hunt, 1990: 9). Accordingly, while protecting its realist and positivist roots, Neomodernism compounds the realism with a critical perspective (Reed, 2006) which involves a comparison between the inferences generated by different methods, different investigators or different sources of knowledge. This also entails the use of complementary theoretical interpretations to ensure a holistic picture of the phenomena being assessed. For the reason of the context-dependence problem in knowledge generation, critical realist paradigm suggests adopting methodological pluralism⁴, that is to say, the mixed-methods approach. Hence, the critical realism paradigm does not rely on a single methodology but embraces the combination of quantitative and qualitative methods in the same research design (Zachariadis vd., 2013). The real meaning of the mixed-methods approach is different than just exploiting a qualitative method as a preliminary step for quantitative study. Qualitative methods like interviews, ethnography, case studies, historical narratives are, on the one hand valid (Tsoukas, 1989), on the other hand, more skilled in explaining phenomena, establishing hypotheses, describing structures, and identifying interactions between complex mechanisms (Volkoff, Strong, & Elmes, 2007). Accordingly, Table 3 comprehensively illuminates the purposes, descriptions and implications of mixed-method approach.

⁴ It is necessary to highlight that methodological pluralism is different than epistemological pluralism, namely relativism (see Karavagh,1994).

Table 3: The Mixed-Methods Approach in Critical Realism

Purpose of Combination	Description	Implication from CR
Complementarity	MMs are used in order to gain complementary views about the same phenomena or events	Different levels of abstraction of a multilayered world demand different methods
Completeness	MM research design is used to ensure a complete picture (as detailed as possible) of the phenomenon under study	Requires meta-theoretical considerations (i.e., angle of approach)
Developmental	Inferences of one type of research are being used as questions for another type of research	This being part of the retroductive approach of CR, inferences need to hypothesize about the causal mechanisms whose recovery will then inspire additional research
Expansion	MMs are being implemented in order to provide explanations or expand the understanding obtained in previous research	Quantitative methods can be used to guide qualitative research which (subject to the context) is more capable of uncovering generative mechanisms
Corroboration/ Confirmation	MMs are used in order to confirm the findings from another study	Epistemic fallacy occurs when trying to validate qualitative results with quantitative methods
Compensation	The weakness of one method can be compensated by the use of another	The weaknesses of different methods are recognized so alternative methods can be used to compensate
Diversity	MMs are used in order to obtain divergent views on the same phenomena	Different levels of abstraction of a multilayered world demand different methods

Adapted from Addis, M., & Podestà, S. (2005). Long life to marketing research: A postmodern view. *European Journal of Marketing*, 39(3–4 SPEC. ISS.), 386–412.

Bearing in mind the previous points, the methodologic pluralism which is the combination of the various scientific traditions, paradigms and methodologies creates an important opportunity to generate more precise and credible thus more valid scientific knowledge (Karavagh,1994). The critical realism of Neomodernism views the issue of validity from internal, external and construct validity aspects (Zachariadis vd., 2013). It can be argued that the mixed-methods approach mainly supports external validity which is one of the most crucial and the generally neglected part of a research. Within this scope, marketing research should focus on the validation of knowledge with new instruments more efficiently. Since, the issue of having valid knowledge is a major concern both for the firms aiming to have a competitive advantage, and theorists seeking to build sound theories. In order to improve the validity of marketing knowledge, it can be claimed to be beneficial that focusing on developing

innovative methods of knowledge generation and explore innovative research designs to support the methodological aspect of Neomodernist paradigm.

In the final analysis, Neomodernism can be said to be an open paradigm which is tolerant of any critique keeping dynamic its metanarratives, theories and philosophies (Reed, 2006). Thanks to these reasons Neomodernism gathers advantageous and compatible aspects of the former scientific paradigms under the umbrella of critical realism. This new paradigm promises new perspectives in the pursuit of knowledge generation, and a sound ground for marketing management, research, and theory in the 'Neomodern Era'.

3. DISCUSSION

From the historical standpoint, both Modernism and Postmodernism paradigms have made some great contributions with their core concepts, respectively, positivism and relativism to the philosophy of science. However, the either paradigm has arisen from different academic fields, namely natural sciences and the humanities; on the other hand, has evolved under different conditions. Therefore, the effects of either paradigm vary according to disciplines, even, to the segments within any discipline.

Taking all the aspects into account, some theoretical, methodological and practical implications for marketing discipline might be suggested. In terms of the marketing theory and methodology, it is possible to say that there is an ongoing paradigm shift that has been originated from the need for a new paradigm combining different scientific methods and approaches for a productivity increase in the marketing knowledge generation. However, as noted before, the purpose is not only the increase in productivity, but also generating more precise and valid scientific knowledge taking into account the context dependency of social phenomena to some degree. In accordance with the methodological pluralism tenet, a new kind of empiricism promotes the use of mixed research methods, and any innovative technologies in order to generate more valid and holistic scientific knowledge. With this regard, Neomodernism can be claimed a more productive epistemological approach in the name of 'the way of knowing'. As another reflection of the mixed-methods approach of Neomodernist paradigm, marketing research should be conducted using multiple methods mixing quantitative and qualitative studies in order to validate the knowledge obtained. While quantitative methods include interviews, ethnography, case studies, historical narratives; quantitative methods include both conventional statistical analyses and technological tools like eye-tracking technologies, sensors, cameras, RFID tools, big data/internet research softwares, and neuromarketing. For instance, the combination of psychometric measurement and eye tracking

technique, could be strongly claimed to contribute to increasing the validity of any marketing research. This example illustrates how the Neomarketing paradigm is capable of helping in the construction of healthier and more precise theoretical knowledge. It is obvious that Neomodernism could satisfy the theoretical needs of researchers through its practical-based, pluralistic and holistic research approach encompassing any natural or social sciences. Therefore, the potential of this new paradigm to minimize the theoretical debates can make it possible for marketing theorists and researchers to focus on other important issues in the marketing.

When it comes to the implications of the paradigm for the marketing practice, Neomodernism offering a more practice-based and pluralistic research approach convokes the marketing practitioners, besides academic researchers to be knowledge generators rather than knowledge consumers. Within this knowledge generation continuum, besides the use of qualitative research methods, the practitioners should promote customers for participating in the co-production of any marketing element, process and activity. Moreover, in order to provide these valuable feedbacks from the consumers communication channels should be open and exploited effectively. What this means is to place the co-creation communities (neo-tribes) at the core of product development or re-design processes. This consumer-centric focus on the paradigm also implies that the international/global firms should consider localizing its products and services taking into account the culture-consumption link. In this context, for the purpose of tailoring the marketing strategies and products according to local markets, localized marketing research approach encompassing morals and values is of great importance. Equally important, Neomodernism embraces the hedonic and experimental aspects of consumption, besides rational and utilitarian ones. What this indicates in terms of marketing management is marketing strategies including product, price, place, promotion design should be reconsidered in terms of addressing both utilitarian and hedonistic consumers simultaneously.

In summary, having considered the conditions entailing the shift from Modernism to Postmodernism and now to Neomodernism, the adoption of ontological flexibility and epistemological diversity of Neomodernism, on the one hand, brings many opportunities in providing opportunities to make the theories suited to facts better, and on the other hand, gives sounder marketing management decisions.

Finally, directing the research endeavours in the way to explore some innovative research designs, and to construct the methodological principles for conducting critical realism based Neomodernist research can be an interesting area for the future research.

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