

“Sustainability in Our Times Conference”

Track: *Marketing and Consuming Differently!*

As the urgency of the global sustainability challenge intensifies, marketing scholars and practitioners are increasingly called upon to rethink how value is created, delivered and consumed. Within the UN’s Sustainable Development Goals, there is explicit recognition that current consumption patterns, business processes and marketing practices are not environmentally sustainable. Transforming these systems requires innovation not only in products and services, but also in cultural norms, market structures and individual decision making.

Our sub-theme *Marketing and Consuming Differently!* invites scholars to explore how marketing can facilitate transitions toward more sustainable lifestyles, business models, and markets. We encourage submissions that challenge dominant consumption logics, propose new pathways for reducing environmental harm, and provide fresh theoretical, methodological or managerial insights.

Nowadays, consumers increasingly seek solutions that allow them to satisfy needs without necessarily accumulating more material goods. Access-based services such as Uber, shared mobility platforms, rental models, and repair-oriented ecosystems exemplify a growing shift from ownership to use-value. At the same time, firms experiment with green sub-brands, circular systems, eco-labels, and policy-driven transformations, all of which raise critical questions about credibility, market responses and long-term behavioural change.

We aim to stimulate rich scholarly discussion around these transitions and the role of marketing in enabling them.

We particularly welcome contributions related, but not limited, to:

1. Innovative consumption models and value creation
 - New forms of consumption (e.g., access-based, sharing, circular, dematerialised) that deliver value without ownership.
 - Business models that decouple consumer value from material acquisition.
2. Circularity, reverse logistics and extended value creation
 - Reverse logistics and take-back systems that allow firms to extend product life, recapture value or reduce waste.
 - Design of circular ecosystems, incentives for participation, and consumer acceptance.
3. Sustainable decision-making and behavioural change
 - How consumers and businesses incorporate environmental impacts into their decisions.
 - Psychological, cultural and contextual factors enabling or preventing sustainable choices.
 - Nudging, defaults and behavioural interventions to foster long-term transformation.

4. Branding, green architecture, and market complexity
 - The challenges of managing green (sub-)brands alongside traditional offerings.
 - Risks of greenwashing, brand dilution, or consumer confusion.
 - Building legitimacy and trust in sustainable value propositions.
5. Market development for green products and services
 - Creating markets for sustainable products in convenience categories with entrenched habits.
 - Overcoming price-sensitivity, availability barriers, and scepticism.
6. Public policy and regulation
 - Policy initiatives that drive firm or consumer behavioural change.
 - Interactions between regulation, market forces, and sustainable innovation.

We welcome conceptual, empirical qualitative, quantitative, and mixed-methods papers. Interdisciplinary work bridging marketing with psychology, sustainability, economics, public policy, or operations is also strongly encouraged.

Marketing Track Chairs

Professor Stefan Markovic (stefan.markovic@neoma-bs.fr)

Prof. Stefan Markovic is a Full Professor of Marketing and the Head of Department of Marketing at NEOMA Business School, France. In addition, Prof. Markovic is Co-Editor-in-Chief of *Business Ethics, the Environment & Responsibility*, and Associate Editor for Interdisciplinary Research at *Industrial Marketing Management*. He is also the Chair of the Special Interest Group on Branding at the European Marketing Academy (EMAC). Prof. Markovic's research addresses various intersections between marketing, branding, innovation, and ethics. He has published several articles in international academic journals, such as *Business & Society*, *European Management Review*, *IEEE Transactions on Engineering Management*, *Industrial Marketing Management*, *Journal of Business Ethics*, *Journal of Business Research*, *Technological Forecasting & Social Change*, and *Technovation*.

Professor Michael Jay Polonsky

Prof. Michael Jay Polonsky is an Alfred Deakin Professor and Fellow of the Australia and New Zealand Academy of Marketing. He is in the top 2% of scientists worldwide and have been undertaking research into environmental issues and marketing since the early 1990s. With environmentally focused works appearing in *Management Science*, *Journal of Business Ethics*, *European Journal of Marketing*, *Business Strategy and the Environment*, and *Journal of Cleaner Production*, and *Journal of Business Research*.