Sustainable and Responsible Management:
A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship

TRACK 13:
Societal Impact of Sustainable Consumption in a Hyperconnected World

TRACK CHAIR(S)

Sandra Maria Correia Loureiro, Integrated Researcher, Business Research Unit (BRU-IUL); Professor at ISCTE-Instituto Universitário de Lisboa
Jorge Nascimento, Research Assistant, Business Research Unit (BRU-IUL; ISCTE-Instituto Universitário de Lisboa)

KEYWORDS

sustainability, sustainable consumption, social responsibility, social entrepreneurship, environmental management, pro-environmental behaviors

TRACK HIGHLIGHT

This track aims to stimulate knowledge sharing between scholars and practitioners of different fields, for a better understanding on the educational, economic and socio-cultural challenges ahead. It presents an opportunity to increase research impact, by providing expert feedback, connecting theory with practice, and fertilizing interdisciplinary collaboration for moving forward on SDGs achievement.

TRACK DESCRIPTION

As the Responsible Management Education Research Conference commemorates ten years of existence, a new discourse has emerged throughout the past decade in business, social and environmental psychology literature (e.g., Golob et al., 2020; Loureiro & Nascimento, 2021; Steg & Vlek, 2009; Swaminathan et al., 2020). In response to the growing importance of sustainability issues - expressed in Sustainable Development Goals, namely SDG12 (UN, 2021) - and the urgent need to change consumption patterns, organizations and consumers are increasingly embracing profound changes, as a result of social and environmental concerns.

Conversely, technological advances and blurred social landscapes resulted in a hyperconnected world, where information is continuously exchanged, creating expanded workplaces and geographic reaches,

transforming boundaries from single to shared ownership, and introducing new roles and entity types for entrepreneurs, social and business organizations.

While a polarizing debate grows about *if* (and *how*) technology disruption (e.g., AI, mixed reality/AR/VR, metaverse, big data, digital market ecosystems) present opportunities or challenges for social equality and environmental protection (Loureiro et al., 2021; Nascimento & Loureiro, 2023), the future of society depends partly on how management education is able to fully integrate and emphasize the new paradigms.

Different competencies and agile thinking are required to contribute effectively to the complexity and uncertainties of current societal structures. Business institutions play a key role in shaping skills and mindsets, needed to produce the next set of leaders who will champion sustainable development (Swaim et al., 2014). In this light, this research track aims to:

(i) foster knowledge sharing, ideation and interdisciplinary dialogues between scholars and practitioners, for a better understanding on the educational, economic and socio-cultural challenges;

(ii) establish a common ground for stakeholders, to generate actionable collaboration opportunities for moving forward on SDGs achievement.

This will be achieved by addressing, among others, questions about *what*, *who*, *how*:

[**WHAT**] A complex interplay between quality benefits, costs, brand perceptions, self and other-benefit appeals is examined in business ethics and marketing literature (Guerreiro et al., 2023; Luchs & Kumar, 2017; Peloza et al., 2013). But further research is required for unveiling the new emerging paradigms:

1)   ***Sustainable purchasing*** (e.g., environmentally or socially responsible buying; reduced and anti-consumption; circularity and second-hand markets).

2)   ***Customer-Brand relationships*** (e.g., co-creation; brand communities; brand advocacy and boycotting; brand love/hate/attachment; CSR, greenwashing and trust; green marketing and brand equity).

3)   ***Social innovation*** (e.g., social entrepreneurship, peer-to-peer / shared consumption platforms, eco-innovation and eco-design).

4)   ***Pro-environmental citizenship*** (e.g., green mobility, habit spillover at workplace-household-tourism; green volunteerism and activism).

[**WHO**] Sustainable consumption is a multi-stakeholder phenomenon, with consequences for public policies, firms, employees, pro/consumers, and society at large. Responsible consumption behaviors

address multidimensional issues (Hosta & Zabkar, 2021), but are such dimensions distinct for organizations, consumers or other stakeholders?

[**HOW**] Psychological factors prevail in literature (Nascimento & Loureiro, 2021; White et al., 2019; Xie et al., 2015), for explaining the conflicting goals influencing everyday decisions, by instance, describing the role of: (a) pro-social values and beliefs (Hartmann et al., 2018); (b) emotions and personal norms (Culiberg et al., 2022); (c) self-interest evaluations and moral trade-offs (Ahmad et al., 2020).

However, the ambivalences of social categorization, with conflicting 'collective' and 'individual' self-images (Rabinovich et al., 2012) suggests how personal ethics act in concurrence with socio-cultural experiences (Davies & Gutsche, 2016). Past contributions have mainly depended on compliance mechanisms (Ajzen, 1991). Researchers are now encouraged to explore other approaches which may capture new roles for traditional social references (e.g., *family, workplace, religion, ethnicity*), or reveal new sources of influence (e.g., *social media, new forms of activism*), which connect with social identity theories (Bagozzi & Lee, 2002) and the influence of mainstream media (Chen et al., 2019) or virtual communities (Dholakia et al., 2004).

This track welcomes fresh perspectives that contribute to clarify key concepts, theory and method development, or identification of antecedents and outcomes. Both empirical and review/conceptual articles are accepted, including any variety of fields, research methods, settings and geographies.

REFERENCES

Ahmad, W., Kim, W. G., Anwer, Z., & Zhuang, W. (2020). Schwartz personal values, theory of planned behavior and environmental consciousness: How tourists' visiting intentions towards eco-friendly destinations are shaped? *Journal of Business Research*, *110*, 228–236. https://doi.org/10.1016/j.jbusres.2020.01.040

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Bagozzi, R. P., & Lee, K. (2002). Multiple Routes for Social Influence: The Role of Compliance, Internalization, and Social Identity. *Social Psychology Quarterly*, *65*(3), 226–247.

Chen, Y., Ghosh, M., Liu, Y., & Zhao, L. (2019). Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market. *Journal of Marketing Research*, *56*(6), 995–1011. https://doi.org/10.1177/0022243719865898

Culiberg, B., Cho, H., Kos Koklic, M., & Zabkar, V. (2022). The Role of Moral Foundations, Anticipated Guilt and Personal Responsibility in Predicting Anti-consumption for Environmental Reasons. *Journal of Business Ethics*. https://doi.org/10.1007/s10551-021-05016-7

Davies, I. A., & Gutsche, S. (2016). Consumer motivations for mainstream "ethical" consumption. *European Journal of Marketing*, *50*(7–8), 1326–1347. https://doi.org/10.1108/EJM-11-2015-0795

Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, *21*(3), 241–263. https://doi.org/10.1016/j.ijresmar.2003.12.004

Golob, U., Davies, M. A. P., Kernstock, J., & Powell, S. M. (2020). Trending topics plus future challenges and opportunities in brand management. In *Journal of Brand Management* (Vol. 27, Issue 2, pp. 123–129). https://doi.org/10.1057/s41262-019-00184-4

Guerreiro, J., Loureiro, S. M. C., Nascimento, J., & Duarte, M. (2023). How to earn a premium price: the effect of green marketing and brand coolness. *Journal of Communication Management*. https://doi.org/10.1108/JCOM-05-2022-0062

Hartmann, P., Apaolaza, V., & D'Souza, C. (2018). The role of psychological empowerment in climate-protective consumer behaviour: An extension of the value-belief-norm framework. *European Journal of Marketing*, *52*(1–2), 392–417. https://doi.org/10.1108/EJM-01-2017-0080

Hosta, M., & Zabkar, V. (2021). Antecedents of Environmentally and Socially Responsible Sustainable Consumer Behavior. *Journal of Business Ethics*, *171*(2), 273–293. https://doi.org/10.1007/s10551-019-04416-0

Loureiro, S. M. C., Guerreiro, J., & Tussyadiah, I. (2021). Artificial intelligence in business: State of the art and future research agenda. *Journal of Business Research*, *129*, 911–926. https://doi.org/10.1016/j.jbusres.2020.11.001

Loureiro, S. M. C., & Nascimento, J. (2021). Shaping a view on the influence of technologies on sustainable tourism. *Sustainability*, *13*(22). https://doi.org/10.3390/su132212691

Luchs, M. G., & Kumar, M. (2017). "Yes, but this Other One Looks Better/Works Better": How do Consumers Respond to Trade-offs Between Sustainability and Other Valued Attributes? *Journal of Business Ethics*, *140*(3), 567–584. https://doi.org/10.1007/s10551-015-2695-0

Nascimento, J., & Loureiro, S. M. C. (2021). The PSICHE framework for sustainable consumption and future research directions framework. *EuroMed Journal of Business*. https://doi.org/10.1108/EMJB-12-2021-0199

Nascimento, J., & Loureiro, S. M. C. (2023). The Impact of Augmented and Virtual Reality for Sustainable Tourism. In *Extended Reality and Metaverse. XR 2022.* (pp. 148–156). https://doi.org/10.1007/978-3-031-25390-4_14

Peloza, J., White, K., & Shang, J. (2013). Good and guilt-free: The role of self-accountability in influencing preferences for products with ethical attributes. *Journal of Marketing*, *77*(1), 104–119. https://doi.org/10.1509/jm.11.0454

Rabinovich, A., Morton, T. A., Postmes, T., & Verplanken, B. (2012). Collective self and individual choice: The effects of inter-group comparative context on environmental values and behaviour. *British Journal of Social Psychology*, *51*(4), 551–569. https://doi.org/10.1111/j.2044-8309.2011.02022.x

Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of Environmental Psychology*, *29*(3), 309–317. https://doi.org/10.1016/j.jenvp.2008.10.004

Swaim, J. A., Maloni, M. J., Napshin, S. A., & Henley, A. B. (2014). Influences on Student Intention and Behavior Toward Environmental Sustainability. *Journal of Business Ethics*, *124*(3), 465–484. https://doi.org/10.1007/s10551-013-1883-z

Swaminathan, V., Sorescu, A., Steenkamp, J. B. E. M., O'Guinn, T. C. G., & Schmitt, B. (2020). Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. *Journal of Marketing*, *84*(2), 24–46. https://doi.org/10.1177/0022242919899905

UN. (2021). *SDG 12: Ensure Sustainable Consumption and Production Patterns*. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.3814765

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, *83*(3), 22–49. https://doi.org/10.1177/0022242919825649

Xie, C., Bagozzi, R. P., & Grønhaug, K. (2015). The role of moral emotions and individual differences in consumer responses to corporate green and non-green actions. *Journal of the Academy of Marketing Science*, *43*(3), 333–356. https://doi.org/10.1007/s11747-014-0394-5