



## SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T01\_07 - Market for Society

#### Proponents:

Laure Lavorata, University of Reims Champagne Ardenne; Teresa Barros, Polytechnic of Porto - ESTG.

#### Short description:

This topic aims to analyze practices within different fields including market trends, social responsibility strategies, consumer behavior, focusing on new forms of cooperation/cooperation management amongst consumers, retailers and suppliers. This year, we will focus on firms' ethical practices, ethical consumption, actors' ethical behavior. This track contributes to the development of the society by taking a critical perspective on current consumerist approaches and seeking to develop a more manageable cooperative sustainable societal understanding. In this context, organizations and brands have a major role by implementing ethical practices and engaging consumers to the co-creation process.

#### Long description:

Faced with massive physical, environmental, economic and social transformation, many consumers and organizations are questioning their practices, behaviors and plans for future activities. In this climate of uncertainty, the role of market is questioned by society and its actors. The organizations are facing major changes regarding social and technological developments that influence consumer behavior and their relationship with organizations and between organizations (C2C, B2C, B2B, collaborative consumption...). These changes will lead to new paradigms of co-construction between these two of the most important actors (consumers and organizations). The new paradigms must include resistance movements, recycling processes taking into account the bottom-of-the-pyramid...

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society.

Marketing directors are faced with a new consumer, more conscious of environmental and ethical issues and beginning to consume more responsibly in many ways. New research approaches (Transformative Consumer Research-Mick et al., 2006) aim to understand and transform consumer behaviors; others approaches (Nudging-Sustein and Thaler, 2008) try to influence or normalize consumer behaviors in order to improve their well-being. Behavioral Science and bio-social research seek to understand these interactions and thus act as underpinning for new behaviors and thus new, more positive marketing.

Different thematic will be approached such as:

- Relationships with organizations and between organizations (C2C, B2C, B2B, collaborative consumption...)
- Market trends, social responsibility strategies, consumer behavior, focusing on new forms of cooperation/cooperation management amongst consumers, retailers and suppliers.
- Brands: Identity, image, reputation, awareness and loyalty are everywhere in international conferences, seminars, lectures, books, research papers... Brands are much more than just a names or logos used to describe a particular product. A brand can describe an entire company, a university, a product or even an experience...
- New channel forms in retail (short circuits, cooperatives, Community supported Agriculture, etc.); Eco-design products
- Societal communication

Ethical consumption

#### Keywords:

market  
Ethics  
responsible consumption  
collaborative consumption  
co-creation  
sustainability

#### UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people, Goal 8: Decent work and economic growth, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 17: Partnerships for the goals.

#### Publication Outlet:



Routledge  
Emerald

**For more information contact:**

Laure Lavorata - [laure.lavorata@univ-reims.fr](mailto:laure.lavorata@univ-reims.fr)

**AUTHORS GUIDELINES**

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