

**Structure and Topics for a special edition of the Journal of Sustainability on:  
Sustainability Marketing and Consumer Behavior**

| Management oriented Approach | Possible Topics  |
|------------------------------|--|
| Situation Analysis           | Acceptance of sustainable Products and Services<br>Sustainable Consumer Behavior – How to overcome the Intention-Behavior Gap?<br>Impact of Lifestyles on Sustainable Consumer Behavior<br>Impact of the COVID-Crisis on Sustainable Consumer Behavior<br>Measuring Approaches of Sustainable Consumer Behavior<br>Effects of Mental Accounting on Purchase Decision Processes and their Implications for Sustainability Marketing   |
| Marketing Goals, Purpose     | How to link Marketing Goals and Sustainable Development Goals ?<br>Purpose, Brand Values, Brand Activism and Corporate Social Responsibility: Contradicting or supporting concepts   |
| Marketing Strategy           | Sustainable Positioning Strategies – Conceptual foundation and empirical evidence<br>Strategies of Marketing within the Circular Economy<br>The Link between Demarketing and Sustainability Marketing Strategies?<br>Welfare Economics: What role does Marketing play ?<br>Strategic marketing in times of Welfare Economics and Circular Economy<br>Is the booming e-commerce sustainable for our society and the environment ?   |
| Marketing Mix / Instruments  | Sustainable Customer Value Creation and Co-Creation-Tools<br>Sustainable (internal and external) Branding<br>How to overcome Rebound Effects in Sustainable Marketing?<br>Impact of Eco-Labels on Consumer Behavior?<br>Sustainability and Influencer Marketing: Does it help or will it undermine the long-term sustainability commitment of enterprises ?<br>Sustainable Marketing and Logistics<br>Digital Tools/Apps to improve Sustainable Customer Behavior<br>Sustainable Pricing as tool to boost consumer behavior<br>The effect of corporate transparency on brand trust and brand image<br>Impact of Sustainability Claims on Consumer Perception and Behavior ?<br>Sustainability Communication and PR for Shareholders and Stakeholders<br>The effect of “greenwashing” on corporate reputation<br>Inflationary use of sustainability claims in marketing communication: Effects and consequences<br>Sustainability and Employer Branding |
| Marketing Organization       | Sustainability Management and Marketing Management – A strategic Alliance or conflicting Relationship  |
| Marketing Controlling        | Marketing Controlling within the Circular Economy<br>Marketing Controlling and Sustainability: How to integrate SDGs   |

**Structure and Topics for a special edition of the Journal of Sustainability on:  
Sustainability Marketing and Consumer Behavior**

| <b>Sectoral Aspects of Marketing</b> |   |
|--------------------------------------|---|
| Service Marketing                    | Sustainability Marketing within Service Industries<br>What role does sustainability play for the service quality perception of consumers ?  |
| Retail Marketing                     | Communication Instruments and Retail Formats that can promote pro-environmental Purchase Behavior<br>Sustainability at the POS: Message Framing and POS Technology<br>Sustainability and shopping center: Opportunity or threat ? |
| Business-to-Business-Marketing       | Sustainable electronic markets and platforms<br>Sustainable logistic solutions within the Circular Economy  |
| Non-Profit Marketing                 | Non-Profit Marketing and Sustainability: A natural alliance or unrelated areas ?  |
| Social Marketing                     | The impact of Corporate Social Responsibility on the valuation of enterprises<br>Internal and external effects of Corporate Social Responsibility: Does it really pay off to be responsible ?                                     |
| <b>Special Areas of Marketing</b>    |   |
| Marketing & Ethics                   | The role of ethical and sustainability topics in MBA-curricula: Is there a need for reform ?  |
| International Marketing              | Sustainable internationalization Strategies<br>Sustainability positioning: Standardization versus Differentiation ?   |
| Marketing for the Poor               | Sustainability Marketing: Do the poor benefit ?   |
| Industry specific aspects            | Sustainability in the airline and aviation industry: Challenges and opportunities<br>Sustainable energy production and supply: How to overcome barriers of acceptance of stakeholders   |