
SUSTSIG: Winter 2025 Newsletter

2 messages

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Wed, Feb 12, 2025 at 10:33 AM

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Sustainable Marketing and Innovation

Newsletter

Winter 2025

SUSTSIG: The AMA Special Interest Group for Sustainable Marketing and Innovation

Welcome to the Winter 2025 Newsletter

As the spring semester gains momentum, many of us are looking forward to gathering in **Phoenix, Arizona (or virtually)** for the **American Marketing Association Winter Academic Conference 2025**. In this newsletter, you will find details about key sessions and receptions at the AMA Winter Conference, including those **jointly organized by SUSTSIG**. You will also find information on **upcoming conferences and calls for papers**, which may help you make plans for travel and/or manuscript submissions.

Additionally, this edition highlights **a case study** that may be valuable for teaching courses on **sustainable marketing and innovation**, as well as a selection of **recently published research articles** on these topics.

Upcoming Events

American Marketing Association Winter Academic Conference 2025

Date: February 14-16, 2025

Location: Sheraton Phoenix Downtown, Phoenix, AZ

 Sustainable Marketing and Innovation American Marketing Association Winter Academic Conference 2025, Phoenix	
	Friday, February 14, 1:00 pm <i>Navigating Between Profit and Purpose: Overcoming Barriers to Sustainable Transformation.</i> A Special Session by Sustainable Marketing SIG that explores the role of ecosystems both from theory and practice. Venue: Awatukeye A Session Chair: Antje Graul Distinguished Panelists: Chuck Davenport, Jagdish N. Sheth, Saloni F. Vastani
	Saturday, February 15, 8:00 am <i>The Only Constant is Change – Reflecting on Current Advances in Sustainability and Its Impact on Innovation and Education.</i> A Joint Special Session by Sustainable Marketing SIG and TCR@AMA. Session 1: Academic Perspectives on Sustainability Disruption in the Marketplace. Venue: Deer Valley Session Moderator: Martin Mende Distinguished Panelists: Matthew Meng, Maura Scott, Jagdish N. Sheth, Rebecca Slotegraaf Saturday, February 15, 9:45 am Session 2: Sustainability Education and Experiential Learning in Marketing. Venue: Deer Valley Session Moderator: Antje Graul Distinguished Panelists: Neeraj Bharadwaj, Sabrina Helm, Martin Mende
	Saturday, February 15, 6:30 pm <i>DocSIG x Sustainable Marketing SIG Reception.</i> Venue: Paradise Valley Distinguished Guest: Honoring Jagdish N. Sheth, 2025 AMA SUSTSIG Lifetime Achievement Award Recipient for extraordinary contributions to promote sustainable research and business practices.

[Click here to learn more about the 2025 AMA Winter Conference](#)

2025 AMS Annual Conference

The 2025 conference theme focuses on “Going Back to the Roots of Marketing”. The conference co-chairs highlight the importance for marketing scholars to advocate for a return to the foundational principles of marketing with an approach that emphasizes the relevance and relationship of marketing research with industry while maintaining academic rigor. This will ensure research that remains impactful and addresses the practical needs of marketers, as well as contributes to the advancement of marketing knowledge. For marketing research to be truly valuable, it must have a theoretical framework, adhere to methodological rigor, and address real-world challenges marketers face. In addition, focusing on pressing societal and global challenges reinforces the idea that marketing research should seek to make a broader impact beyond the confines of academic journals. By aligning our research with societal needs and industry challenges, we increase the relevance of our work and contribute to a greater societal and social impact. The balance between rigor and relevance is appropriate and necessary for advancing marketing research and the betterment of society at large.

Among the different conference sessions, we highlight the track connected to the JAMS Special Issue “Sustainable Marketing and Innovation” chaired by SUSTSIG leaders Dr. Neeraj Bharadwaj, Dr. Anders Gustafsson, and Dr. Jagdish N. Sheth.

Date: May 21-23, 2025

Location: Montreal Canada

[Click here to learn more about the 2025 AMS Annual Conference](#)

2025 RISM Symposium

On May 27, 2025, the 2nd Research Innovations in Sustainable Marketing (RISM) Global Symposium will be held, preceding and in collaboration with the European Marketing Academy's (EMAC) Annual Conference (May 27-30, 2025) in Madrid, Spain.



For more information about RISM2025, please visit the link below.

Date: May 27, 2025

Location: Madrid, Spain

[Click here to access the symposium website](#)

EMAC 2025

This year, the 54th Annual Conference of the European Marketing Academy will take place in Pozuelo de Alarcón (Madrid). The conference is themed "Human and Smart Marketing: Understanding and Enhancing Our Future."

Date: May 27-30, 2025

Location: Madrid, Spain

[Click here to access the conference website](#)

2025 AMA Marketing and Public Policy Conference

The 2025 conference theme focuses on "Building Resilience by Building Bridges: Business, Marketing and Policy for Societal Well-Being". The conference chairs seek to stimulate and integrate marketing and policy discussions and collaborations for building and improving resilience to the strains of multiple adverse trends democratic societies face. They invite scholars to consider diverse stakeholder groups and the collaboration between

governance, corporate and civil society actors. Specific conference topics should be aligned with major priority policy areas, i.e. United Nations 17 Sustainable Development Goals.

Date: June 22-23, 2025

Location: Washington, D.C.

[Click here to access the conference website](#)

Selected Call for Papers

Industrial Marketing Management

Regenerating Business in Networks for a Better World

[Submission Deadline: March 1, 2025](#)

Journal of the Academy of Marketing Science

Sustainable Marketing and Innovation

[Submission Deadline: July 15, 2025](#)

Journal of Marketing Management

Harnessing the Power of Imagination for Good

[Submission Deadline: September 1, 2025](#)

Journal of the Association for Consumer Research

Extending and Expanding Product Usability

[Submission Deadline: October 1, 2025](#)

Selected Research Spotlights

Journal of Marketing

Kim, S., & Trusov, M. (2025). The Impact of Air Pollution on Consumer Spending. *Journal of Marketing*.

<https://doi.org/10.1177/00222429241282998>

Abstract. Air pollution is a growing threat to economies and societies. Despite the common knowledge that air pollution impairs emotions and cognition and, hence, behavioral outcomes, the impact of air pollution on consumer spending remains an open question. Analyzing air quality readings and individual-level credit card transactions in South Korea, this article shows that consumers spend more money when air quality is poorer. This correlation is more prominent in hedonic categories, such as entertainment or leisure activities, where the nature of consumption is characterized by greater emotional benefits. The authors consider potential explanations, and the leading hypothesis is that consumers treat spending as a mood-regulating resource. The results survive an array of robustness checks and are supported in a controlled experiment, reinforcing a causal inference behind the main findings. The authors provide implications for stakeholders to develop a sustainable marketing program that not only pursues managerial interests but also concerns consumer welfare in the face of environmental change.

Journal of the Academy of Marketing Science

Kim, Y. M., Bendle, N. T., Hulland, J., & Pfarrer, M. D. (2024). Corporate sustainability research in marketing: Mapping progress and broadening our perspective. *Journal of the Academy of Marketing Science*, 52(5), 1495-1512. <https://doi.org/10.1007/s11747-024-01050-9>

Abstract. This review examines corporate sustainability research in marketing, using a perspective that encompasses the environmental and social, as well as economic, aspects of firm performance (i.e., the “Triple Bottom Line”). The authors describe major trends in the strategy-level corporate sustainability literature over several generations. Prior research has mostly focused on the organizational level, noting how firms have engaged with sustainability, while largely ignoring markets and the global economic system. Trends in economic, environmental, and social focus are highlighted, with environmental issues being of relatively greater importance in the nascent stages of corporate sustainability research. However, a growing preference for economic and social issues is observed over time. More recent research examines the tension between sustainability and profitability, examining potential trade-offs between bottom line financial results and achieving the sustainability goals of social and environmental progress. The paper concludes with an agenda for future research in strategic marketing sustainability.

Journal of Marketing Research

Boman, L., & He, X. (2025). Sharing to Persuade: The Role of Donor- Versus Charity-Focused Word of Mouth. *Journal of Marketing Research*, 62(1), 22-39. <https://doi.org/10.1177/00222437241268491>

Abstract. Charitable organizations are increasingly soliciting donors to engage in word of mouth (WOM) as a strategy to foster future contributions. While some organizations encourage donors to share WOM that focuses on their own donations (donor-focused WOM; e.g., “I just donated to the kids of @StJude. Join me in saving children's lives.”), others prompt donors to share WOM that focuses on the organization itself (charity-focused WOM; e.g., “Smile Train gives children with clefts the #PowerOfASmile.”). Contrary to the common belief that people mostly want to talk about themselves, the current research demonstrates that donor-focused WOM backfires, such that donors are less likely to share donor- than charity-focused WOM. This effect is driven by their belief that donor-focused WOM is less altruistic and is therefore less efficacious in persuading others to contribute to the same cause. In addition to sharing, the type of WOM solicited exerts far-reaching impact, with donor-focused WOM attracting fewer new donors than charity-focused WOM. The current research improves the understanding of WOM type, its effect, and the underlying processes.

Journal of Consumer Research

Gao, H. (2024). The Contrast Pressures on Consumer-Level Food Waste During a Pandemic: The Impact of Infection Salience Versus Lockdown Salience. *Journal of Consumer Research*. <https://doi.org/10.1093/jcr/ucac063>

Abstract. Consumer food waste, with its extensive social, economic, and environmental implications, gained heightened attention during the COVID-19 pandemic, which disrupted food supply chains and exacerbated food insecurity. Amidst conflicting reports on the pandemic's influences on consumer-level food waste, this research differentiates between the infection and lockdown facets of a pandemic. Specifically, we demonstrate that infection salience amplifies safety–health concerns, leading to increased consumer food waste, while lockdown salience raises concerns over resource scarcity, resulting in reduced consumer food waste. Considering that most pandemics or infectious diseases primarily increase infection salience without inducing lockdowns, we propose a safety–health intervention to mitigate the rise in consumer food waste driven by infection salience and the

associated safety–health concerns. Through a large-scale field study, a lab experiment measuring real food waste, a country-level secondary dataset, and three supplementary experiments, we provide converging support for our theory. These studies also showcase various implementations of the safety–health intervention, such as table tents, napkins, and to-go boxes. This research reconciles divergent perspectives on the pandemic’s impact on consumer-level food waste, enriches the understanding of pandemics and associated food waste dynamics, and offers actionable strategies for businesses and policymakers to address consumer food waste during pandemics.

Teaching Resources

Spotlight: Case Study

Patagonia's Sustainability Strategy: Don't Buy Our Products

On the busiest weekend for retailers in the US, a 2011 New York Times ad from Patagonia featured a picture of one of Patagonia's highest grossing fleece jackets below the words: "DON'T BUY THIS JACKET." Underneath was a detailed description that defended Patagonia's rationale based on the negative environmental impacts caused by consumerism.

Despite Patagonia's efforts, sales increased by approximately 30% in the nine months following the ad. This case study offers an opportunity to the students to distinguish sustainability innovation from traditional innovation and explore whether a company can include a challenge to consumerism in its sustainability strategy and remain profitable.

[Click here to access the Patagonia Case Study](#)

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