



## **Strategic Interest 01 – Business for Society (B4S)**

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### **T01\_05 Market and Society**

#### **Corresponding Proponent:**

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#### **Proponents:**

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#### **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 and co-creation amongst consumers, retailers and suppliers. This track aims to contribute to the knowledge of these new paradigms 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 engaging consumers to the co-creation process. We welcome authors: academics/researchers (management, sociologists, engineers...), practitioners and students to develop papers concerning this track where the market and the exchanges act for society.

#### **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-creation between these two most important actors (consumers and organizations). The new paradigms must include resistance movements, recycling processes taking into account the bottom-of-the-pyramid...

This track aims to contribute to the knowledge about these new paradigms 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 engaging consumers to the co-creation process. We welcome authors: academics/researchers (management, sociologists, engineers...), practitioners and students to develop papers concerning this track where the market and the exchanges act for society. Marketing directors are faced with a new consumer, more conscious of environmental 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 within s and between organizations (C2C, B2C, B2B, collaborative consumption...)
- Market trends, social responsibility strategies, consumer behavior, focusing on new forms of co-creation amongst consumers, retailers and suppliers.
- Brands: Identity, image, reputation, awareness and loyalty are everywhere in international conferences, seminars, lectures, books, research papers... •
- New channel forms in retail (short circuits, cooperatives, Community supported Agriculture, etc.); Eco-design products
- Societal communication

### **Publishing Outlets:**

European Management Review, European Journal of Marketing, International Journal of Innovation and Learning, International Journal of Research in Marketing, Management, Journal of Product and Brand Management, Journal of International Marketing, Journal of Retailing and Consumers Services, Journal of Applied Research in Higher Education.

### **For more information:**

Contact the proponents above mentioned.

**Submission Deadline: 10 January 2018 (2 pm Belgian time)**

## Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.