



## **SIG 01 - B4S - Business for Society**

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

### **T01\_06 - Market for Society**

#### **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/cooperation management amongst consumers, retailers and suppliers. 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 engaging consumers to the co-creation process. We welcome authors, academics/researchers (management, sociologists, engineers...), practitioners and PhD students to develop papers concerning this track where the market and the exchanges act for

#### **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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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; other 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:

- New 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...

**Keywords:**

Market  
Co-creation  
CSR  
Branding  
Consumer behaviour



Collaborative consumption

**Publication Outlet:**

The best papers of the topic will be invited to publish in a special issue promoted by the Journal of Entrepreneurship Management and Innovation indexed in the web of science since June 2018

**For more information contact:**

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**AUTHORS' GUIDELINES**

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