

CALL FOR CHAPTERS

**RESPONSIBLE CONSUMPTION AND SUSTAINABILITY: CASE STUDIES FROM CSR, SOCIAL  
MARKETING, AND BEHAVIORAL ECONOMICS**

**Book Series “Springer Texts in Business and Economics”**

**SPRINGER**

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## **INTRODUCTION**

This book approaches Responsible Consumption and Sustainability from a CRS, social marketing and behavioral economics perspective, including cases from different regions around the world.

### **Responsible Consumption and Sustainability**

Achieving economic growth and sustainable development requires that we urgently reduce our ecological footprint by changing the way we produce and consume goods and resources, and definitively our lifestyles. The efficient management of our shared natural resources, and the way we dispose of toxic waste and pollutants, are important targets to achieve this goal. Encouraging industries, businesses, and consumers to recycle and reduce waste is equally important, as is supporting countries to move towards more sustainable patterns of consumption by 2030.

Moreover, a large share of the world population is still consuming far too little to meet even their basic needs. Halving the per capita of global food waste at the retailer and consumer levels is also important for creating more efficient production and supply chains. This can help with food security, and shift us towards a more resource efficient economy (UNDP, 2022)

Thus, **responsible consumption** is defined as “*the consumption that has less negative impact or more positive impact on the environment, society, the self, and the other-beings*” (Ulusoy, 2016). It is an umbrella concept that highlights various types of consumption terms that represent specific practices such as **sustainable consumption** — consumers consider the impact of their consumption on society, the environment, and the economy; and use resources taking future generations into consideration

**ethical consumption** — consumers are driven by pure motivations, though not every consumption that has ethical content impacts the well-being of others; **consumer citizenship** — consumers prioritize and actively contribute to the maintenance of just and sustainable development by caring and acting responsibly on family, national, and global levels; **socially responsible consumption** — consumers prioritize their contribution to social issues and make it a point to buy from companies that care about these issues; and **green consumption** — consumers privilege their contribution to environmental issues over other issues.

**Sustainable living** means understanding how our lifestyle choices impact the world around us and finding ways for everyone to live better and lighter. Applying a ‘people lens’ to sustainability is new, timely and opportunities are great. Sustainable living and lifestyles for the first time appear in the Sustainable Development Goals (4 - Education and 12.8 - Responsible Consumption) (UNEP, 2020)

On the other hand, the Brundtland Report (by the United Nations) defines **sustainability** as “meeting the needs of the current generations without compromising the ability of future generations to meet their own needs” (WCED 1987, p. 24). The term “sustainability” has found utmost place at the agenda of academicians, businesspeople, and policymakers leading to the belief that economic growth must account for its environmental and societal impacts if it is to be sustained over time (Lodge 2001). In fact, sustainability has been considered as the triple bottom line of economic profitability, respect for the environment, and social responsibility (Boyd 2001; Johnson 2009). Similarly, Sheth et al. (2011) stated that sustainability translates into a “triple bottom line” of responsibility, with the implication that assessment of business results should be based not only on economic performance, but should take into account the environmental and social impact as well. Furthermore, Altinbasak-Farina and Burnaz (2019) argue that managers and decision makers must take into account the four “S”: customer satisfaction, product safety, social acceptability, and sustainability.

Our aim is to create a book where we can find high-quality cases about **the actions carried out by companies to minimize the social and environmental impact of the products (goods and services) they launch on the market, and on the education campaigns that promote behavioral changes and new sustainable lifestyles** that have been developed by all kind of organizations (Public Administration, NGOs, and businesses), preferably from **Corporate Social Responsibility, Social Marketing, and Behavioral Economics perspectives**.

International cases are particularly welcome. **The chapters should be written for classroom use; that is, the cases should be written in a manner which help students in business schools / universities and their lecturers.**

If you are interested in publishing a chapter in this book, please send us an email [enrique.carlos.bianchi@unc.edu.ar](mailto:enrique.carlos.bianchi@unc.edu.ar), [jose-luis.vazquez@unileon.es](mailto:jose-luis.vazquez@unileon.es), [mgalan@unex.es](mailto:mgalan@unex.es) and [ana.lanero@unileon.es](mailto:ana.lanero@unileon.es) **before 1<sup>st</sup> April, 2022**, including:

- a) A proposed title
- b) The main idea of the case including the theoretical approach or perspective that the case will be based on.
- c) Authors’ names and affiliations.
- d) An abstract of up to 500 words.
- e) A list of up to 5 keywords.

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## CHAPTER STRUCTURE

The material should be original, unpublished (only presentations in Conferences and in the proceedings would be accepted, although the chapter should be improved considerably).

The structure of each chapter / case would be:

- First page:
  - . Title.
  - . Authors' names.
  - . Abstract (max. 200 words).
  - . Keywords (5 keywords – one of them, the theoretical approach or perspective follow).
  
- Second page (and following ones):
  - . Learning objectives.
  - . Introduction.
  - . Case development.
  - . Conclusion.
  - . Discussion questions.
  - . References.
  
- Final page:
  - . Teaching / Classroom Notes.

**The length of the case should be 10 pages.**

**Language:** English (although previous versions can be also sent in Spanish or Portuguese).

## DELIVERY DATE

### *Timeframe*

Deadline for abstract submission (500 words, approximately): **1<sup>st</sup> April, 2022.**

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Deadline for acceptance communication: **15<sup>th</sup> April, 2022.**

Deadline for full case submission (max. 10 pages, Calibri 11, and 1.5 line spacing): **1<sup>st</sup> June, 2022.**

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**Deadline for case acceptance: 31st July, 2022.**

The book is scheduled to be published in 2023.