



THIAGARAJAR
SCHOOL OF MANAGEMENT
(Autonomous)
MADURAI, TAMIL NADU
REACCREDITED BY NAAC WITH 'A+' GRADE

FOS²⁰²⁶GRIE

International Conference on Frontiers of Sustainability- Global Responsibility for Innovation & Entrepreneurship [FOS 2026-GRIE] [Hybrid]

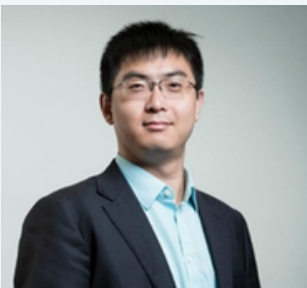
22 - 24 JANUARY 2026

In collaboration with



Track 1

Sustainable Marketing & Responsible Consumer Engagement



Dr. Da Teng

Beijing University of Chemical Technology, Beijing.

Email id: da.teng@mail.buct.edu.cn

LinkedIn profile: <https://www.linkedin.com/in/da-teng-59838227/>



Dr. Weiyue Wang

University of Birmingham, UK.

Email id: w.y.wang@bham.ac.uk

LinkedIn profile: <https://www.linkedin.com/in/weiyue-wang/>



Dr. Packiaraj T Thiagarajar School of Management,

Email id: packiarajthangavel@tsm.ac.in

LinkedIn profile: <https://www.linkedin.com/in/dr-packiaraj-thangavel-417007191/?originalSubdomain=in>

Track Information

This track seeks conceptual and empirical contributions that advance understanding of how marketing strategies, practices, and consumer behaviour can foster sustainability and responsibility in an increasingly interconnected world. As global markets face urgent challenges—climate change, resource scarcity, social inequity, and cultural diversity—organizations and consumers alike are being called upon to adopt ethical, inclusive, and environmentally conscious approaches to value creation.

We invite research that examines the evolving role of marketing in driving sustainability transitions, the impact of responsible consumer engagement initiatives, and the interplay of cultural, institutional, and technological factors in shaping sustainable consumption and production systems. Contributions may draw on interdisciplinary perspectives, incorporating insights from marketing, consumer research, behavioural science, ethics, sustainability studies, and global business strategy.

Key themes include but are not limited to:

- Sustainable marketing strategies, business models, and innovations
- Cross-cultural perspectives on responsible consumer behaviour and engagement
- Green branding, eco-labelling, and ethical consumption practices
- Digital transformation and technology-enabled sustainability marketing
- Corporate social responsibility (CSR) and stakeholder engagement
- Circular economy and sustainable supply chain marketing
- Consumer activism, advocacy, and co-creation of sustainability initiatives
- Metrics, frameworks, and assessment tools for sustainability impact
- Policy implications and regulation shaping sustainable consumer engagement
- Emerging market dynamics and inclusion in sustainable marketing

This track encourages conceptual papers, case studies, and empirical research (quantitative, qualitative, or mixed methods) that offer actionable insights for both academics and practitioners. Studies emphasizing global perspectives, cultural diversity, and cross-market comparisons are particularly welcome.

SUBMISSION TYPES

Full Length Paper: (5,000 to 6,000 Words) It will be published in Springer proceedings (Scopus Indexed)

Research Pitch: Extended Abstract (1500 Words) It will be published in FOS 2026-GRIE conference Proceeding book with ISBN

Publication outlet:

- All submissions will undergo a rigorous peer-review process. Based on the review outcomes:
 - Selected ideas and abstracts will be included in the Book of Abstracts (with ISSN).
 - Conference Full length papers will be published in the Springer Proceedings (Scopus Indexed).
- Selected full papers, as recommended by the conference peer-review team, will be invited for submission to one of the listed journals, in alignment with the scope of the work.

Note: For more details, please refer author guidelines in conference website

Website link: <https://fos.tsm.ac.in/>

Submission link: <https://forms.gle/BZ4kipxiDbJpu7aj6>

Major References:

- Gleim, M. R., McCullough, H., Sreen, N., & Pant, L. G. (2023). Is doing right all that matters in sustainability marketing? The role of fit in sustainable marketing strategies. *Journal of Retailing and Consumer Services*, 70, 103124. <https://doi.org/10.1016/j.jretconser.2022.103124>
- Lučić, A. (2020). Measuring sustainable marketing orientation—Scale development process. *Sustainability*, 12(5), 1734. <https://doi.org/10.3390/su12051734>
- Minton, E., Lee, C., Orth, U., Kim, C. H., & Kahle, L. (2012). Sustainable marketing and social media: A cross-country analysis of motives for sustainable behaviors. *Journal of Advertising*, 41(4), 69–84. <https://doi.org/10.2753/JOA0091-3367410405>
- Nkamnebe, A. D. (2011). Sustainability marketing in the emerging markets: Imperatives, challenges, and agenda setting. *International Journal of Emerging Markets*, 6(3), 217–232. <https://doi.org/10.1108/17468801111144006>
- Rettie, R., Burchell, K., & Riley, D. (2012). Normalising green behaviours: A new approach to sustainability marketing. *Journal of Marketing Management*, 28(3–4), 420–444. <https://doi.org/10.1080/0267257X.2012.658840>
- Saravanan, A. P., Mathimani, T., Deviram, G., Rajendran, K., & Pugazhendhi, A. (2018). Biofuel policy in India: A review of policy barriers in sustainable marketing of biofuel. *Journal of Cleaner Production*, 193, 734–747. <https://doi.org/10.1016/j.jclepro.2018.05.033>
- Sheth, J. N., & Parvatiyar, A. (2021). Sustainable marketing: Market-driving, not market-driven. *Journal of Macromarketing*, 41(1), 150–165. <https://doi.org/10.1177/0276146720961826>
- Sun, Y., Garrett, T. C., Phau, I., & Zheng, B. (2020). Case-based models of customer-perceived sustainable marketing and its effect on perceived customer equity. *Journal of Business Research*, 117, 615–622. <https://doi.org/10.1016/j.jbusres.2019.09.006>

