

## Green Marketing

Prof. Domenico Morrone, PhD, [morrone@lum.it](mailto:morrone@lum.it)  
Prof.ssa Annunziata Tarulli, PhD, [tarulli@lum.it](mailto:tarulli@lum.it)

### Course Format

We will have 6 four-hour sessions, each of which is dedicated to the analysis of about 10 interrelated articles. While sessions may differ somewhat in their execution, each session will generally touch upon the following issues:

- describe and articulate the research questions raised by a paper.
- describe the theoretical framework and explicate the arguments that are brought to bear on the research questions.
- assess how relevant the research questions are in terms of both scientific and societal advancement.
- assess how sound and convincing are the theoretical arguments developed.
- describe the data and assess how well they capture the phenomena of interest.
- describe the research methods and evaluate how appropriate they are in addressing the research questions.
- summarize the findings and conclusions.
- point out the scope, limitations, strengths and weaknesses of the study.
- at the end of each session, synthesize (not summarize!) what you have learned from this body of articles, and outline new possible research questions.

**Note that we expect all of you to be prepared to do each of these things on all papers.**

Before the session, each student must:

- **read the papers;**
- **analyze the papers;**
- **prepare a short summary (about 1,500 words; please use .doc files) in which you highlight:** the main logic flow of the paper, the research question(s), strengths and weaknesses, your critical point of view, your future developments;
- **only for two papers - prepare a short (about 14-15 slides) presentation (please use .ppt or .pdf files) in which you highlight:** the theoretical context/framework of the paper, the research question(s)/hypotheses, the methodology used by the author(s), the results, the main conclusions and implications, and the limits and clues for future research suggested by the author(s). **The choice of the two papers for the presentation could be made in agreement with other colleagues, avoiding that two Ph.D. students do the same work simultaneously.**

**Assignment for each session to be submitted ([morrone@lum.it](mailto:morrone@lum.it) and [tarulli@lum.it](mailto:tarulli@lum.it)) no later than each session date (midnight!):**

- you have to prepare a short summary for each paper in each session and a presentation for the selected paper (please refer to the indication provided above).

## Course evaluation

The final evaluation will consist of:

- Assessment of each session assignment (50% of grade): Each participant is required to be prepared for each session. Reading the articles will hardly be enough. Your objective must be to understand them.
- Final paper (50% of grade).

## Detailed syllabus with sessions' assignment

Session 1	September 11, 2024
Topic	<i>The evolution of marketing</i>
Assignments	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Piller, F. T., &amp; Müller, M. (2004). A new marketing approach to mass customisation. <i>International Journal of Computer Integrated Manufacturing</i>, 17(7), 583-593.</li> <li>• Webster Jr, F. E. (2005). A perspective on the evolution of marketing management. <i>Journal of Public Policy &amp; Marketing</i>, 24(1), 121-126.</li> <li>• Lusch, R. F. (2007). Marketing's evolving identity: defining our future. <i>Journal of Public Policy &amp; Marketing</i>, 26(2), 261-268.</li> <li>• Payne, A. F., Storbacka, K., &amp; Frow, P. (2008). Managing the co-creation of value. <i>Journal of the academy of marketing science</i>, 36(1), 83-96.</li> <li>• Achrol, R. S., &amp; Kotler, P. (2012). Frontiers of the marketing paradigm in the third millennium. <i>Journal of the Academy of Marketing Science</i>, 40(1), 35-52.</li> <li>• Leeflang, P. S., Verhoef, P. C., Dahlström, P., &amp; Freundt, T. (2014). Challenges and solutions for marketing in a digital era. <i>European management journal</i>, 32(1), 1-12.</li> <li>• Kumar, V. (2015). Evolution of marketing as a discipline: What has happened and what to look out for. <i>Journal of Marketing</i>, 79(1), 1-9.</li> <li>• Al-Kwafi, O. S., &amp; Ahmed, Z. U. (2015). An intellectual journey into the historical evolution of marketing research in brand switching behavior—past, present and future. <i>Journal of Management History</i>.</li> <li>• Mari, A., Mandelli, A., &amp; Algesheimer, R. (2020, July). The evolution of marketing in the context of voice commerce: A managerial perspective. In <i>International Conference on Human-Computer Interaction</i> (pp. 405-425). Springer, Cham.</li> <li>• Dash, G., Kiefer, K., &amp; Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. <i>Journal of Business Research</i>, 122, 608-620.</li> </ul>

Session 2	September 12, 2024
Topic	<i>The theoretical framework for green marketing</i>
Assignments	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Polonsky, M. J. (1994). An introduction to green marketing. <i>Electronic Green Journal</i>, 1(2).</li> <li>• Kilbourne, W. E. (1998). Green marketing: A theoretical perspective. <i>Journal of Marketing Management</i>, 14(6), 641-655.</li> <li>• Peattie, K. (2001). Towards sustainability: The third age of green marketing. <i>The Marketing Review</i>, 2(2), 129-146.</li> </ul>

	<ul style="list-style-type: none"> <li>• Peattie, K., &amp; Crane, A. (2005). Green marketing: legend, myth, farce or prophesy?. <i>Qualitative Market Research: An International Journal</i>, 8(4), 357-370.</li> <li>• Chamorro, A., Rubio, S., &amp; Miranda, F. J. (2009). Characteristics of research on green marketing. <i>Business Strategy and the Environment</i>, 18(4), 223-239.</li> <li>• Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. <i>Journal of Business Research</i>, 64(12), 1311-1319.</li> <li>• Fuentes, C. (2015). How green marketing works: Practices, materialities, and images. <i>Scandinavian Journal of Management</i>, 31(2), 192-205.</li> <li>• Papadas, K. K., Avlonitis, G. J., &amp; Carrigan, M. (2017). Green marketing orientation: conceptualization, scale development and validation. <i>Journal of Business Research</i>, 80, 236-246.</li> <li>• Dangelico, R. M., &amp; Vocalelli, D. (2017). "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. <i>Journal of Cleaner production</i>, 165, 1263-1279.</li> <li>• Sedky, D., &amp; AbdelRaheem, M. A. (2021). Studying green marketing in emerging economies. <i>Business Strategy &amp; Development</i>.</li> </ul>
--	--

Session 3	September 17, 2024
Topic	Green marketing strategy
Assignments	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>• Menon, A., &amp; Menon, A. (1997). Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy. <i>The Journal of Marketing</i>, 51-67.</li> <li>• Prakash, A. (2002). Green marketing, public policy and managerial strategies. <i>Business strategy and the environment</i>, 11(5), 285-297.</li> <li>• Ginsberg, J. M., &amp; Bloom, P. N. (2004). Choosing the right green-marketing strategy. <i>MIT Sloan Management Review</i>, 46(1), 79.</li> <li>• Baker, W. E., &amp; Sinkula, J. M. (2005). Environmental marketing strategy and firm performance: effects on new product performance and market share. <i>Journal of the academy of marketing science</i>, 33(4), 461.</li> <li>• Dief, M. E., &amp; Font, X. (2010). The determinants of hotels' marketing managers' green marketing behaviour. <i>Journal of sustainable tourism</i>, 18(2), 157-174.</li> <li>• Cronin Jr, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., &amp; Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. <i>Journal of the Academy of Marketing Science</i>, 39(1), 158-174.</li> <li>• Smith, K. T., &amp; Brower, T. R. (2012). Longitudinal study of green marketing strategies that influence Millennials. <i>Journal of Strategic Marketing</i>, 20(6), 535-551.</li> <li>• D'Souza, C., Taghian, M., Sullivan-Mort, G., &amp; Gilmore, A. (2015). An evaluation of the role of green marketing and a firm's internal practices for environmental sustainability. <i>Journal of strategic marketing</i>, 23(7), 600-615.</li> <li>• Papadas, K. K., Avlonitis, G. J., Carrigan, M., &amp; Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. <i>Journal of Business Research</i>, 104, 632-643.</li> <li>• Tarulli, A., Morrone, D., Conte, D., Bussoli, C., Russo, A. (2022). The relevance of non-financial disclosure in influencing the cost of capital: Empirical evidence from the agri-food sector. <i>Business Strategy and the Environment</i>, 1-13. <a href="https://doi.org/10.1002/bse.3215">https://doi.org/10.1002/bse.3215</a></li> </ul>

Session 4	September 18, 2024
Topic	Green consumer
Assignments	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>Moisander, J. (2007). Motivational complexity of green consumerism. <i>International journal of consumer studies</i>, 31(4), 404-409.</li> <li>Young, W., Hwang, K., McDonald, S., &amp; Oates, C. J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. <i>Sustainable development</i>, 18(1), 20-31.</li> <li>Singh, S., Vrontis, D., &amp; Thrassou, A. (2011). Green marketing and consumer behavior: The case of gasoline products. <i>Journal of Transnational Management</i>, 16(2), 84-106.</li> <li>Rahbar, E., &amp; Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. <i>Business strategy series</i>.</li> <li>Akehurst, G., Afonso, C., &amp; Gonçalves, H. M. (2012). Re-examining green purchase behaviour and the green consumer profile: new evidences. <i>Management Decision</i>.</li> <li>Barbarossa, C., &amp; De Pelsmacker, P. (2016). Positive and Negative Antecedents of Purchasing Eco-friendly Products: A Comparison Between Green and Non-green Consumers. <i>Journal of Business Ethics</i>, 134(2), 229-247.</li> <li>Jaiswal, D., &amp; Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. <i>Journal of Retailing and Consumer Services</i>, 41, 60-69.</li> <li>Groening, C., Sarkis, J., &amp; Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. <i>Journal of Cleaner Production</i>, 172, 1848-1866.</li> <li>Chin, C. H., Chin, C. L., &amp; Wong, W. P. M. (2018). The implementation of green marketing tools in rural tourism: the readiness of tourists?. <i>Journal of Hospitality Marketing &amp; Management</i>, 27(3), 261-280.</li> <li>do Paço, A., Shiel, C., &amp; Alves, H. (2019). A new model for testing green consumer behaviour. <i>Journal of cleaner production</i>, 207, 998-1006.</li> </ul>

Session 5	September 26, 2024
Topic	Green certification
Assignments	<p><u>Readings:</u></p> <ul style="list-style-type: none"> <li>Loureiro, M. L., McCluskey, J. J., &amp; Mittelhammer, R. C. (2002). Will consumers pay a premium for eco-labeled apples?. <i>Journal of Consumer Affairs</i>, 36(2), 203-219.</li> <li>Sammer, K., &amp; Wüstenhagen, R. (2006). The influence of eco-labelling on consumer behaviour—Results of a discrete choice analysis for washing machines. <i>Business Strategy and the Environment</i>, 15(3), 185-199.</li> <li>Mycoo, M. (2006). Sustainable tourism using regulations, market mechanisms and green certification: a case study of Barbados. <i>Journal of Sustainable Tourism</i>, 14(5), 489-511.</li> <li>Ozcaglar-Toulouse, N., Shiu, E., &amp; Shaw, D. (2006). In search of fair trade: ethical consumer decision making in France. <i>International journal of consumer studies</i>, 30(5), 502-514.</li> <li>Rex, E., &amp; Baumann, H. (2007). Beyond ecolabels: what green marketing can learn from conventional marketing. <i>Journal of cleaner production</i>, 15(6), 567-576.</li> <li>Horne, R. E. (2009). Limits to labels: The role of eco-labels in the assessment of product sustainability and routes to sustainable consumption. <i>International Journal of consumer studies</i>, 33(2), 175-182.</li> <li>Thompson, D. W., Anderson, R. C., Hansen, E. N., &amp; Kahle, L. R. (2010). Green segmentation and environmental certification: insights from forest products. <i>Business</i></li> </ul>

	<p><i>Strategy and the Environment</i>, 19(5), 319-334.</p> <ul style="list-style-type: none"> <li>• Vancly, J. K., Shortiss, J., Aulsebrook, S., Gillespie, A. M., Howell, B. C., Johanni, R., ... &amp; Yates, J. (2011). Customer response to carbon labelling of groceries. <i>Journal of Consumer Policy</i>, 34(1), 153-160.</li> <li>• Wang, Y., Huscroft, J. R., Hazen, B. T., &amp; Zhang, M. (2018). Green information, green certification and consumer perceptions of remanufactured automobile parts. <i>Resources, Conservation and Recycling</i>, 128, 187-196.</li> <li>• Manta, F., Campobasso, F., Tarulli, A., Morrone, D. (2021). Showcasing green: how culture influences sustainable behavior in food eco-labeling. <i>British Food Journal</i>, Vol. 124 No. 11</li> </ul>
--	---

Session 6	October 02, 2024
Topic	Greenwashing
Assignments	<ul style="list-style-type: none"> <li>• Delmas, M. A., &amp; Burbano, V. C. (2011). <i>The drivers of greenwashing</i>. California Management Review, 54(1), 64-87.</li> <li>• Walker, K., &amp; Wan, F. (2012). The harm of symbolic actions and green-washing: Corporate actions and communications on environmental performance and their financial implications. <i>Journal of business ethics</i>, 109(2), 227-242.</li> <li>• Chen, Y. S., &amp; Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. <i>Journal of Business Ethics</i>, 114(3), 489-500.</li> <li>• Mahoney, L. S., Thorne, L., Cecil, L., &amp; LaGore, W. (2013). A research note on standalone corporate social responsibility reports: Signaling or greenwashing?. <i>Critical perspectives on Accounting</i>, 24(4-5), 350-359.</li> <li>• Nyilasy, G., Gangadharbatla, H., &amp; Paladino, A. (2014). Perceived greenwashing: The interactive effects of green advertising and corporate environmental performance on consumer reactions. <i>Journal of Business Ethics</i>, 125(4), 693-707.</li> <li>• Parguel, B., Benoit-Moreau, F., &amp; Russell, C. A. (2015). Can evoking nature in advertising mislead consumers? The power of 'executional greenwashing'. <i>International Journal of Advertising</i>, 34(1), 107-134.</li> <li>• Zhang, L., Li, D., Cao, C., &amp; Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. <i>Journal of Cleaner Production</i>, 187, 740-750.</li> <li>• De Jong, M. D., Harkink, K. M., &amp; Barth, S. (2018). Making green stuff? Effects of corporate greenwashing on consumers. <i>Journal of business and technical communication</i>, 32(1), 77-112.</li> <li>• Schmuck, D., Matthes, J., &amp; Naderer, B. (2018). Misleading consumers with green advertising? An affect–reason–involvement account of greenwashing effects in environmental advertising. <i>Journal of Advertising</i>, 47(2), 127-145.</li> <li>• Szabo, S., &amp; Webster, J. (2020). Perceived greenwashing: the effects of green marketing on environmental and product perceptions. <i>Journal of Business Ethics</i>, 1-21.</li> </ul>