

## **Society, Public Policy, Sustainability, Ethics**

### Definition:

This track aims to bring together research on Society, Public Policy, Sustainability, and Ethics to examine how marketing is evolving amid accelerating technological change and geopolitical uncertainty. It explores how systems, strategies, and consumer behavior shape well-being, equity, and broader social outcomes. It also considers how evolving regulatory frameworks, including AI, data, and platform governance as well as trade and geopolitical developments, affect marketing practices and consumer welfare, and how marketing insights can inform effective policy responses. The track further examines how firms navigate environmental responsibilities in shifting political contexts, supply chain disruptions, AI-related energy consumption, and growing stakeholder demands, while addressing foundational global challenges such as climate change. Finally, it explores how moral principles guide decisions across product, pricing, promotion, and data use, particularly in light of the complexities arising from digital change and global uncertainty.

### Sub-Research Track #2.1: Society and Marketing

#### Definition (short):

Society and Marketing studies how marketing systems, strategies, and consumer behavior influence societal well-being, ethics, equity, and sustainability, and how marketing can address social challenges beyond firm profits. It examines macromarketing, social marketing, regulation, and the impact on vulnerable groups to link marketing practice with broader societal outcomes. It also considers how accelerating technological change, AI-driven market shifts, and geopolitical uncertainty generate new societal challenges and inequities that marketing research must address.

#### Definition (long):

Society and Marketing is the branch of marketing scholarship that studies how marketing systems, strategies, and consumer behavior affect societal well-being, ethics, equity, and sustainability — and how marketing can be leveraged to address social challenges and create collective value beyond firm profits.

#### This domain investigates:

- the macromarketing perspective — marketing as a social institution embedded in cultural, economic, and political systems,
- public policy and regulation of marketing practices (e.g., advertising to children, pricing fairness, data privacy),
- social marketing (the use of marketing tools to change behaviors for health, safety, and environmental good),
- the impact of marketing on vulnerable consumers and underserved communities,
- and the role of marketing in advancing sustainability, equity, and social justice.

It integrates consumer research, policy analysis, ethics, cultural studies, and transformative marketing frameworks to bridge firm performance with broader societal outcomes.

Sub-Research Track #2.2:  
Public Policy and Marketing

Definition (short):

Public Policy and Marketing studies how laws, regulations, and policy interventions shape marketing practices and consumer welfare, and how marketing insights can inform effective policy design. It examines regulation's impact on strategy, consumer behavior, ethics, and protection while bridging the interests of firms, consumers, and society.

Definition (long):

Public Policy and Marketing is the branch of marketing research that examines how public policies, regulations, and legal frameworks influence marketing practices and consumer welfare — and how marketing knowledge can inform policy design and evaluation to achieve societal objectives.

This domain studies:

- the effects of government regulation on marketing strategies (e.g., pricing, advertising, product labeling, privacy rules),
- how public policy interventions shape consumer behavior (e.g., taxes, warnings, subsidies, behavioral nudges),
- the ethical and legal implications of marketing practices,
- and how marketing insights can improve policy effectiveness, consumer protection, and social welfare.

It integrates macromarketing, consumer psychology, economics, and law to bridge the interests of firms, consumers, and regulators. It also encompasses the evolving governance challenges posed by AI and digital platforms, as well as the consumer welfare implications of trade policy shifts and geopolitical disruptions.

Sub-Research Track #2.3:  
Sustainability and Marketing

Definition (short):

Sustainability and Marketing studies how marketing strategies, systems, and consumer behavior address or exacerbate environmental, social, and economic sustainability challenges. It explores sustainable value creation, green innovation and branding, consumer adoption, impact measurement, and issues such as greenwashing, authenticity, and marketing's role in societal well-being.

Definition (long):

Sustainability and Marketing is the branch of marketing research that examines how marketing systems, strategies, and consumer behavior contribute to — or mitigate — environmental, social, and economic sustainability challenges.

This domain investigates how firms can design, communicate, and deliver sustainable value propositions while meeting the needs of present customers and preserving resources for future generations.

It integrates perspectives from consumer behavior, innovation, macromarketing, systems thinking, and corporate strategy to study:

- sustainable product and service design,
- green and circular economy marketing,
- sustainability-driven innovation and branding,
- consumer adoption of sustainable behaviors,
- measurement of sustainability performance and impact,
- and tensions between growth, consumption, and environmental stewardship.

It also critically examines greenwashing, authenticity, and the societal role of marketing in climate change, biodiversity, and social justice. Particular attention is given to how supply chain disruptions, shifting political contexts, and geopolitical uncertainty, alongside the rise in AI-related energy consumption, affect firms' ability to pursue and communicate genuine sustainability commitments.

#### Sub-Research Track #2.4:

##### Ethics and Marketing

###### Definition (short):

Ethics and Marketing studies the moral principles and standards that guide marketing decisions and their impact on consumers, firms, and society. It explores ethical dilemmas across product, pricing, promotion, distribution, and data use, as well as how culture, governance, and regulation shape responsible marketing practices. It pays particular attention to the new moral complexities introduced by AI-enabled marketing, algorithmic decision-making, and the ethical implications of operating in conditions of digital disruption and global uncertainty.

###### Definition (long):

Ethics and Marketing is the branch of marketing scholarship that examines moral principles, standards of conduct, and normative frameworks guiding marketing decisions and their impact on consumers, firms, and society.

###### The domain investigates:

- how marketers identify and resolve ethical dilemmas in product development, pricing, promotion, distribution, and data use;
- how ethical and unethical marketing practices influence consumer trust, well-being, and brand relationships;
- how organizational culture, leadership, and governance shape ethical marketing behavior;
- and how societal norms, regulation, and stakeholder expectations define acceptable marketing conduct.

It integrates moral philosophy, stakeholder theory, consumer psychology, behavioral ethics, and public policy to guide responsible marketing strategies and to prevent harm to consumers and society.