

## CALL FOR PAPERS

### **Journal of Macromarketing Special Issue on Sustainability Insights from non-WEIRD countries**

**Submission deadline: January 15, 2022**

In 2010, Henrich, Heine and Norezayan published “The Weirdest People in the World” a comprehensive critique of the foundations of the discipline of psychology being based on largely student samples from WEIRD (Western, Educated, Industrial, Rich, Democratic) countries. The authors highlight the differences in perspective and norms held by people not brought up in WEIRD countries and call for the broadening of research samples.

The main discourse on sustainability has also been from a WEIRD, US or European perspective. This special issue welcomes papers that come from a different perspective, traditions and environments. We welcome papers that can contribute to the theories and dialogue in and around sustainability.

Authors should be familiar with the extant discourse in Macromarketing, so their contribution can be positioned with regard that discourse. Particular attention should be paid to previous special issues regarding sustainability and papers on the dominant paradigm. Selected references are listed below, but authors should do a comprehensive search on their topic in the Journal.

Topics might include, but are not limited to:

- Frameworks for sustainable business, at the aggregate level.
- Cultural norms and settings regarding sustainability
- Consumers’ responses to sustainability, at a societal level.
- Drivers of sustainability in business and/or consumers
- Challenges for sustainability and the system that creates it.
- Successful sustainability initiatives and the system that supports it.
- Barriers to behaviour change and suggestions of how to overcome them.
- Greenwashing, and other sustainability claims from companies, and consumers’ responses, trust in corporate sustainability claims
- The tension between environmental, social and economic goals in a marketing system

Please note this special issue does **not** include papers on “sustainable competitive advantage” for business. Questions regarding potential submissions should be directed to both special issue editors:

#### **Guest Editors:**

Prof Ben Wooliscroft [ben.wooliscroft@aut.ac.nz](mailto:ben.wooliscroft@aut.ac.nz)

Prof Eunju Ko [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr)

Submissions to the Journal of Macromarketing must be in the Journal’s format.

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