

## Marketing Seminar

### DoIT!

## Driving Markets through Sustainability: The Role of Market Orientation

Winter 2021/22  
Prof. Dr. Sonja Gensler

It was not the Covid 19 pandemic that showed that society is facing major challenges. Topics such as digital transformation and the sustainable use of our natural resources have been the subject of public debate for years and are initiating change. However, changes seem to be progressing rather slowly.

According to a Statista study, Australia, the USA, Russia and Germany are among the countries whose ecological footprint is the highest in a global comparison. In order for the entire population to receive the standard of living of the German population, Germany would have to be 3 times larger in terms of land area than it actually is (<https://bit.ly/3pvnfDC>). Interestingly enough, 60% of Germans say that sustainability considerations influence their eating and shopping habits (YouGov study 'Sustainability Matters', 2021). Yet, corporate practices, consumers' needs and their behavior do not seem to be in harmony today.

In this seminar, we will examine the role that market orientation can play when it comes to the sustainable use of natural resources. In the context of the seminar, we will not only consider one actor but, following the idea of the Circular Economy we focus on the cycle of sourcing, production, logistics, consumption and recycling.

We will address questions like:<sup>1</sup>

- How can we reduce consumerism but preserve firm profitability?
- How to balance value generation and degeneration of sustainable products?
- What is the role of sustainability for firm performance?
- What is the impact of digital transformation on sustainability?

You and your team (3-4 students) will conduct a research project to address one research question. You are not limited to conduct a consumer survey; rather use the methodology that is appropriate the address the research question as comprehensively as possible.

---

<sup>1</sup> The topics might be subject to change, and the number of projects will match the number of students participating in the course.

## **Related literature**

Gonzalez-Arcos, Joubert, Scaraboto, Guesalaga, & Sandberg (2021). "How Do I Carry All This Now?" Understanding Consumer Resistance to Sustainability Interventions. *Journal of Marketing*, 85(3), 44–61.

Menon & Menon (1997). Enviropreneurial Marketing Strategy: The Emergence of Corporate Environmentalism as Market Strategy. *Journal of Marketing*, 61(1), 51-67.

Sheth & Parvatiyar (2021). Sustainable Marketing: Market-Driving, Not Market-Driven. *Journal of Macromarketing*, 41(1), 150–165.

## **Learning objectives**

After participating in this seminar, you are able to elaborate on current challenges of market-oriented management and sustainability. The main objective of this seminar is to train your *analytical skills*. Additionally, the seminar intends to develop your academic writing and argumentation skills. Furthermore, you can train your presentation and communication skills.

## **Seminar Requirements**

The seminar consists of three mandatory group assignments:

- (1) Interim presentation | 15 minutes | not graded
- (2) Report outlining your analyses and results | 15 pages | 50% of final grade
- (3) Presentation of implications | 10 minutes | 50% of final grade

All assignments have to be passed to get 12 ECTS for the seminar.

The maximum number of participants for this seminar is limited to 24 students.

## Timetable

What?	When?	Where?
Kick-off meeting	October 11, 2021 (16.15 to 17.45 hrs)	Zoom or hybrid
Interim Presentation	November 8, 2021 (16.15 to 17.45 hrs)	Zoom or hybrid
Submission of report	January 14, 2022 (18.00 hrs)	Learnweb
Submission of presentation	January 19, 2022 (18.00 hrs)	Learnweb
Presentations	January 21, 2022 (10.00 to 14.00 hrs)	tba

During the course of the seminar, you can schedule individual **meetings** with your coaches if you have any questions. Please contact your coach to arrange an appointment.

For specific questions, please contact Prof. Dr. Sonja Gensler ([s.gensler@uni-muenster.de](mailto:s.gensler@uni-muenster.de)).