

## CALL FOR PAPERS

# STRATEGICA INTERNATIONAL CONFERENCE

9th edition: October 21-22, 2021 - Bucharest, Romania (online)



### Track:

## Green marketing as a tool of sustainability – ethical and economic dimensions

### Track chair:

Aleksandra Machnik, University of Applied Sciences in Wałbrzych, PL

The concept of green marketing appeared in the 1980s as a kind of business response to green consumer movement. It is still differently defined, also often referred to ecological or environmental. Currently, however, it is rather widely perceived as a kind of sustainable marketing, or more properly - marketing for sustainability and as such also associated with social marketing and social responsibility of business. Such attitude to marketing brings many benefits to both companies and consumers, while also causing a lot of controversy and problems. All this makes the topic of green marketing an interesting subject of consideration and research problem.

In this track we would like to discuss problems connected with implementing practice of green marketing to contemporary business by attracting both theoretical and empirical papers concerning such problems as:

1. Defining green/ecological/environmental marketing
2. The impact of business on natural capital
3. Ecological awareness of governments, business and customers
4. Ethical and social problems of green marketing
5. Economic problems of green marketing
6. Green marketing as a tool of sustainability
7. Sustainable marketing/marketing for sustainability

### Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN & ISSN, submitted to **WoS Conference Proceedings Citation Index** and details of the proceedings accreditations are listed on the [conference website](#).

Selected papers will be published in one of the following academic journals indexed in prestigious databases: [Entrepreneurship and Sustainability Issues](#), [Management & Marketing](#), [Challenges for the Knowledge Society](#), [Management Dynamics in the Knowledge Economy](#).

### Submission details:

**Full papers:** Papers must have between 4,000 and 5,000 words in length, including abstract, figures, references and appendices. By **May 25, 2021**, papers should be sent as .doc or .docx attachments by e-mail to [strategica@facultateademangement.ro](mailto:strategica@facultateademangement.ro), including in the subject of your e-mail the track you are addressing. Please, also include the submission form available on the website of the conference – <http://strategica-conference.ro/>

All full papers will be double-blind reviewed to ensure an adequate standard, that the proposed subject has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

### Important deadlines

- Full paper submission: **May 25, 2021**
- Final paper due: **July 25, 2021**

### Main traks

Economics | Finance and Banking | Management and Leadership | Supply Chain Management | Family Business | Knowledge Economy | Marketing and Consumer Behavior | **Green Marketing as a Tool of Sustainability** | Consumer Culture Theory | Business Ethics and CSR | Social Economy: A Business Model for the Future | Employee Wellbeing and Sustainable Human Resource Management | Towards Sustainable and Smart Organizations and Communities | Seniors' Wellbeing in the Contemporary Society | Globalization Between Revolution and Disaster

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