

Ethical Consumerism in Emerging Markets: Opportunities & Challenges

Journal of Business Ethics SI Paper Development Workshop

7th May 2021 (online event)

Submission Deadline: 23rd April 2021

We are inviting submissions for a paper development workshop related to a special issue in *Journal of Business Ethics* on the topic of “Ethical Consumerism in Emerging Markets: Opportunities and Challenges” (the CFP appears below and can be accessed at [springer.com/journal/10551/updates/18039304](https://www.springer.com/journal/10551/updates/18039304)).

Aims and scope

The workshop aims to provide interested authors with practical and developmental feedback aimed at strengthening and improving their work (early stage, work in progress), based on feedback from the special issue editors and other workshop participants. We aim to create a constructive atmosphere in which we bring together researchers interested in topics related to ethical consumerism in emerging markets (see details in the CFP). Authors will be asked to virtually present their work in progress, and participants will be asked to engage in discussions around the presentations as well as offer constructive feedback to help authors refine their work. While participation in the workshop is not a requirement for submission to the special issue, it is highly recommended.

Date and time of the workshop

The virtual paper development workshop will take place on 7th May 2021, between 10:00 AM and 5:30 PM GMT, and will be organized using an online platform.

Submission requirements

We invite interested scholars to submit an extended abstract, which must be within the scope of the CFP. Extended abstracts must not exceed 1,000 words, references excluded, and should address the following points: (a) the phenomenon of interest and its theoretical and managerial relevance (b) how existing literature fails to explain the phenomenon; intended literature contributions, (c) methodology and findings (if appropriate), (d) theoretical and managerial implications. We encourage authors to structure abstracts along these lines as to best facilitate discussions.

Workshop submission, deadlines and acceptance

The deadline for workshop submissions is **23rd April 2021**. All workshop submissions will be reviewed in advance. Based on the outcome of this review process, participants will be invited by the guest editorial team and receive further details about the workshop. Notifications about acceptance will be sent by 30th April 2021.

Submissions must be sent via e-mail to: jbesi.ethicalconsumerism@gmail.com

Call for Papers - Ethical Consumerism in Emerging Markets: Opportunities and Challenges

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Submission Deadline: September 30, 2021

Emerging markets attract increasing research attention, particularly in the area of business ethics (e.g., Pels & Sheth, 2017; Sharma et al., 2018; Bartikowski et al. 2018, 2020; Arunachalam et al., 2019; Cleveland & Bartsch, 2019; Gillani et al., 2019). Emerging markets include countries (a) with accelerated economic growth, (b) open to global markets and (c) in a transitional (developing to more developed) status (Shankar & Narang, 2019). Hoskisson et al. (2000, p. 249) defined emerging markets as “low-income, rapid-growth countries using liberalization as their primary engine of growth.” However, the literature does not offer a generally accepted definition of what an “emerging market” is. Broadly and inclusively, emerging markets are better characterized by what they are not rather than what they are (Buckley et al., 2007; Tiku, 2014; Rotting, 2016).

Emerging markets may be categorized into two groups: (a) developing countries in Asia, Latin America, Africa, and the Middle East, and (b) transition economies such as in the former Soviet Union and China (Hoskisson et al., 2000). Prior to the Covid-19 pandemic crisis, the 2020 global GDP growth rate was predicted to grow worldwide (J.P. Morgan, 2020). Taking into account Covid-19, the International Monetary Fund (IMF) forecasted a reduction of 3% in global GDP for 2021. Against this trend, some argue that emerging economies may rebound, at 6.6% in 2021, subject to the availability of resources and consumer demand (IMF, 2020). It is clear that emerging markets are powerful drivers of global economic development (Papadopoulos et al., 2018), and take increasing responsibility for global sustainability (Cheung et al., 2010; Dermody et al., 2018).

Consumers increasingly expect firms to act transparently, ban exploitative labor, pay minimum wages, and contribute to a wealthy economic, social and environmental development; specifically, the middle class is a critical economic and social actor in the emerging markets (Papaoikonomou & Alarcón, 2017; Pels & Sheth, 2017; Gillani et al., 2019). An inherent paradox is that increased affluence may elicit conspicuous consumption with negative effects on sustainable development (Deloitte, 2020). Further, social and cultural norms affect ethical consumption practices (e.g., Sheth, 2011; Jung et al., 2016), however, surprisingly little research has focused on ethical consumerism within emerging markets (cf., Gregory-Smith et al., 2017; Sharma et al., 2018; Arunachalam et al., 2019). Therefore, consumer theories that emerged for and within developed countries may not equally hold for emerging markets. Understanding such differences permits a fuller understanding of ethical

consumerism (c.f., Vitell et al., 2016). This JBE special issue aims to extend and develop theoretical conceptualizations as well as expand empirical-based knowledge for a better understanding of peculiarities and dynamics of ethical consumption in emerging markets. We encourage authors to challenge existing theories and approaches in the context of emerging markets and identify new or alternative theoretical perspectives for a better understanding of ethical consumerism.

Potential Themes

Contributions may address a wide range of questions related to ethical consumerism in emerging markets including (but not limited to):

- New theoretical perspectives to examine ethical consumption in emerging markets. Novel constructs or unique construct relationships shedding light on ethical consumption patterns in emerging markets
- The influence of socio-cultural, economic, political, institutional, and technological variables on ethical consumption in emerging markets. Unique, emerging country-specific characteristics that impact the ethical motivations and preferences
- The impact of the Covid-19 crisis on ethical consumption in emerging markets. Company promotions, and effects on ethical consumerism
- Barriers to ethical consumption in emerging markets (barriers for consumers or firms)
- The role of the middle class in promoting ethical consumption in emerging markets
- Factors that led to the rise of ethical consumer movements in the emerging markets
- Methodological challenges in measuring or explaining ethical consumption in emerging markets
- Whether consumption patterns vary culturally between emerging markets and developed economies. The impact of cross-country differences on ethical consumption.
- Ways socially embedded collective experiences of ethical consumption in emerging markets are studied. Examination of the interplay of ethical consumption and collective behaviors.

Submission Instructions

Submissions are welcomed from a variety of theoretical, methodological, and disciplinary perspectives, as long as they are closely in line with the topic of the Special Issue. Authors are strongly encouraged to refer to the JBE's submission guidelines for detailed instructions on submitting a paper to this Special Issue. Please note that a paper submitted to this Special Issue is considered a submission to the JBE and therefore cannot be resubmitted to a regular issue of the journal. All submissions must be made via JBE's online submission system by 30th September 2021. Please be sure to indicate that the paper is for this Special Issue/Thematic Symposium, during the submission process. The online submission system will start accepting submissions 60 days prior to the call for papers submission deadline.

A paper development workshop will be held at Kingston Business School; the workshop dates will be announced with sufficient advance notice. Submitting a paper to this paper development workshop is not a requirement for submitting or publishing a paper in this special issue. If you have any questions about the special issue, please contact the guest editors through the contact details provided above.

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