

Social Marketing in Combating Climate Change

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Project description:

There is now an overwhelming consensus on the negative impacts of climate change. On May 1 2019, the UK Parliament has declared “climate emergency” and called on the government to set a new target of reaching net zero emissions before 2050 (Brown, 2019). One way to combat climate change is to reduce carbon footprints radically - the amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, household, organisation, or community (Lee & Lam, 2012; Sharp & Wheeler, 2013). We would like to invite applications for PhD research that focuses on investigating the role of social marketing in reducing carbon footprints.

Contributions to this topic include how social marketing is transforming individuals’ carbon-intensive consumption (e.g., Lampert, Menrad, & Emberger-Klein, 2017; Schuitema & De Groot, 2015; Vanclay et al., 2011), or investigate this topic from different angles. For example, some studies focus on investigating the influence of social marketing in reducing household carbon footprints (e.g., Chalmers, Revoreda-Giha, & Shackley, 2016; Sharp & Wheeler, 2013), as well as the role of social marketing in affecting the reduction of industrial purchasing footprint or carbon footprint of the supply chain (e.g., Lee & Lam, 2012; Turnbull, 1990). Alternatively, a different research direction may envision a contribution to how the government use social marketing to raise public awareness of carbon reduction or to promote a low carbon lifestyle. A possible research direction can also envision on how organisations use marketing campaign (related to carbon footprint) to affect individuals or organisations’ purchase decisions.

It is envisaged that the research will involve both qualitative and quantitative research methods. According to our research agenda on the topic, we aim to contribute knowledge in several inter-related subject areas such as marketing, strategy and general management.

These topics outline areas of very high research potential for a PhD student. We welcome applicants with a primary interest in social marketing. Applicants’ background may include marketing, management, psychology or sociology studies. Additionally, work experience in the public sector or the third sector would be advantageous. If you share our interest in social marketing and social innovation, we look forward to hearing from you.

About the Supervisors:

Gordon’s work is situated at the intersection of marketing, strategy and entrepreneurship with interesting in topics revolving around product innovation/new product development, strategic orientation/capabilities, and networks/strategic alliance.

Fiona’s current research interests mainly concern ethical marketing practice and the application of marketing principles and techniques to improve health and social wellbeing. She has conducted and contributed to a range of research in social marketing and behaviour change, which includes the use of positive affect in message framing to support smoking cessation, the impact of marketing and branding on

adolescent and adult drinking and interventions to encourage sustainable clothing behaviour. Her research also draws on her background in applied psychology and doctoral research on brand management.

References / readings:

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