



Creating A Better World Together

82nd Annual Meeting of the Academy of Management
5-9 August 2022 | Seattle, Washington, USA | A Hybrid Experience

The 82nd Annual Meeting of the Academy of Management: A Hybrid Experience

2022 Program / Schedule / Agenda

NOTE: The information in this document is as of 7 July 2022. Scheduling and other program changes after that date are not reflected in this document. Please refer to the online Annual Meeting program at <https://program.aom.org/> for the most up-to-date information.

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Session Type: **Paper Session**
Program Session: **1171** | Submission: **18537** | Sponsor(s): **(ONE)**
Session Format: **In-person Only: Seattle**
Scheduled: **Monday, Aug 8 2022 9:45AM - 11:15AMPT (UTC-7)** at **Hyatt Regency Seattle in 703 Hoko**

Sustainable Consumers and Consumption (In-person)

Session Moderator: **Ralf Barkemeyer**, *Kedge Business School*

ONE: Activating the Sustainable Consumer: The Role of Customer Involvement in Corporate Sustainability

Author: **Manuel Reppmann**, *U. of Mannheim, Business School*
Author: **Stephan Harms**, *Leibniz U. Hannover*
Author: **Laura Marie Edinger-Schons**, *U. of Mannheim, Business School*
Author: **J. Nils Foege**, *Leibniz U. Hannover*

The success of the ongoing sustainability transformation depends in large parts on both the sustainability in firms' production of goods and the consumption choices of individuals. While firms and consumers already separately contribute to sustainable development, a key challenge still lies in accelerating collaborative efforts. In this study, we develop a conceptual model to demonstrate how firms can motivate sustainable consumption behavior amongst their customers by involving them in their sustainability activities. In particular, we introduce psychological ownership as the underlying mechanism that explains how customer involvement in sustainability activities translates into changes in individuals' consumption choices. We further argue that this mechanism depends on the type of sustainability that a firm undertakes, i.e., whether it is embedded in or peripheral to a firm's core business. Results from two scenario experiments and one field experiment broadly support our theorizing and contribute to management research by showing how firms can go beyond delivering sustainable products and services toward actively shaping the consumption behavior. Our results additionally reveal that firms can derive further benefits from customer involvement in embedded sustainability since it incites higher extra-role behavior in the form of feedback-giving than involvement in peripheral sustainability, which firms can exploit to develop their sustainability strategy further.

Paper is NOT Available. Please contact the author(s).

ONE: Eco-labels, Conspicuous Conservation and Moral Licensing: An Indirect Behavioural Rebound Effect

Author: **Ralf Barkemeyer**, *Kedge Business School*
Author: **C. William Young**, *U. of Leeds*
Author: **Phani Chintakayala**, *Leeds U. Business School*
Author: **Anne Owen**, *U. of Leeds*

Sustainable consumption is a growing niche with an increasing number of initiatives aimed at lowering domestic environmental consumption footprints. Third-party assured product eco-labelling has emerged as a key governance mechanism to promote sustainable consumption. However, does the purchasing of eco-labelled products really support a transition towards more sustainable consumption? In this paper, we explore eco-labelling through the lens of the rebound literature. While theorizing of the rebound effect originated in energy economics and has long been centred on eco-efficiency, we extend its rationale to products that are associated with a price premium in return for added environmental quality attributes. Reporting on two inter-related studies into the link between willingness to consume eco-labelled products and different types of environmental resource consumption, we find that eco-labelled products flourish in more affluent economies that are characterised by higher levels of overall resource consumption; and that willingness to consume eco-labelled products is positively related to higher individual carbon, water and material footprints. In other words, eco-labelling in its current form is inextricably linked to higher – rather than lower – levels of resource consumption. We thus argue that the governance mechanism that underpins eco-labelling is associated with an indirect behavioural consumer rebound effect.

Paper is Available to Meeting Registrants Only.

ONE: Sustainable Consumption of Services: Willingness-to-Pay for Sustainable Alpine Skiing Experience

Author: **Andreas Hinterhuber**, *U. Ca' Foscari of Venice*
Author: **Iveta Malasëvska**, *Inland Norway U. of Applied Science*
Author: **Erik Haugom**, *Inland Norway U. of Applied Sciences*
Author: **Gudbrand Lien**, *Inland Norway U. of Applied Sciences*
Author: **Per Kristian Alnes**, *Inland Norway U. of Applied Sciences*

In this study, we examine sustainable consumption from a ski area perspective by using the exploratory sequential mixed-method approach. The empirical data from Norway and Switzerland allows us to investigate how customers' preferences for sustainable service alternatives translate into actual willingness to pay. We relate the differences across countries to diversity on Hofstede's cultural dimensions. The results show that alpine skiers are in general willing to pay more for a day pass if the ski area is either environmentally certified, carbon-neutral, or uses only natural snow. The positive effects are even stronger among environmentally conscious skiers and skiers from masculine, long-term oriented cultures. We discuss the implications our results have for ski area managers wanting to incorporate sustainability in the overall pricing strategy.

Paper is NOT Available. Please contact the author(s).