

CALL FOR BOOK CHAPTERS (CONCEPTUAL/EMPIRICAL)

Thwarting Green Growth: Perspectives on Barriers to Pro-environmental Behaviors

Editors



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Rationale of the Book

The forthcoming edited collection addresses a critical but often overlooked dimension of consumer behavior: the challenges to adopting pro-environmental behaviors. While significant academic effort has focused on the motivators behind such actions, the obstacles that consumers face remain underexamined. This book aims to rectify this imbalance by providing a comprehensive exploration of the psychological, social, economic, and cultural barriers that deter sustainable practices, delivering essential insights for marketers and policymakers.

Presented at a crucial time, the book is imperative for several reasons. Firstly, it addresses the growing discrepancy between increased environmental consciousness and actual sustainable action. Secondly, it responds to the urgent need in sustainable marketing for evidence-based strategies that can dismantle these barriers. Finally, understanding and overcoming these impediments is vital for any significant environmental progress.

The collection contributes significantly to the fields of sustainable marketing and consumer behavior by offering a blend of conceptual and empirical research from experts across disciplines. This holistic approach sheds light on the complex dynamics between consumer behavior and environmental sustainability, providing a clearer picture of why sustainable choices are resisted.

Not just an academic endeavor, the book acts as a practical guide for marketing professionals and policymakers. It suggests innovative approaches for crafting marketing strategies and public policies that align with environmental values while effectively addressing consumer hesitancy towards green choices, thereby facilitating more sustainable consumer behavior.

Topics Covered by the Book



Sl. No	Chapter
Part I	Understanding the Fundamentals of Pro-Environmental Behavior
1	Foundations of Pro-Environmental Behavior: Exploring Key Concepts and Types
2	Spillover Effects in Pro-Environmental Behaviors
3	Social and Cultural Influences on Pro-environmental Behaviors
Part II	Pro-Environmental Behavior: Limits and Barriers
4	Economic Obstacles to Pro-environmental Behaviors
5	The Green Cemetery: Performance Perceptions of Sustainable Products
6	Greenwashing Experiences as a Barrier to Pro-environmental Behaviors
7	Familiar Consumption Habits as a Barrier to Pro-environmental Behaviors
8	Moral Licensing and the 'Right to Indulge
9	The Rebound Effect in Pro-environmental Behaviors
10	Situational Factors as Barriers to Pro-environmental Behaviors
Part III	Current Solutions to Promote Pro-Environmental Behaviors
11	Designing Effective Marketing Campaigns for Fostering Pro-environmental Behaviors
12	The Role of Policy in Encouraging Pro-environmental Behaviors
13	Gamified mobile apps as a Catalyst for Pro-environmental Behavior Change
14	The Role of Social Media in Fostering Pro-environmental Behaviors
15	The Role of AI in Reducing Barriers to Pro-environmental Behaviors

Author Guidelines & Submission Procedure

- ◆ Researchers and practitioners are encouraged to submit detailed extended abstracts of around 1,100 words, excluding references. These abstracts should comprehensively describe the research objectives, methodologies, and implications, aligning with the specified chapter titles.
- ◆ Please submit your **extended abstracts** through email to **sajidnasar4@gmail.com** no later than **April 30, 2024**.
- ◆ Authors will be notified of the acceptance of their extended abstracts after a thorough peer review process by **May 15, 2024**.
- ◆ The deadline for the submission of complete chapters is **August 15 2024**.

Please follow the recommended chapter structure to maintain consistency across all authors and chapters.

Chapter Structure

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|----------------------|--|
| 1. Title | 6. Methodology (if any) |
| 2. Abstract | 7. Results (if any) |
| 3. Keywords | 8. Discussion and Implications |
| 4. Introduction | 9. Limitations and future research avenues |
| 5. Literature review | 10. References (APA) |

Each chapter must be limited to 5500 words, including references, with a minimum of one figure and a maximum of three, which counts as 215 words per half page. Additionally, the number of tables should not exceed two.



For sharing insights or questions, please feel free to reach out:

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All the chapters will be indexed in Scopus.