



‘We Are All in This Together’: Government, Industry, Firm, Not-for-Profit, and Consumer Responses to a Changing Climate

Guest Editors:

Dr. Ioannis Kareklas

Department of Marketing,
University at Albany State
University of New York, Albany,
NY 12222, USA

Dr. Jeffrey R. Carlson

Department of Marketing, Robins
School of Business, University of
Richmond, Richmond VA, 23173,
USA

Deadline for manuscript
submissions:

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Message from the Guest Editors

In particular, this issue aims to feature original research focusing on any of the following: government, industry, firm, not-for-profit, and consumer responses to climate change. We are interested in research addressing any of the following questions (additional relevant topics will be considered):

- How can government/not-for-profit organizations/companies best persuade consumers to alter their behaviors and consumption patterns to be more eco-friendly and less wasteful?
- What role should regulatory approaches play in curbing the environmentally harmful activities of industry/firms (e.g., carbon taxes aimed at reducing carbon footprints)?
- How do consumer perceptions of climate change vary across demographic and/or psychographic groups?
- How do businesses effectively work with their target audiences to develop and communicate effective green marketing initiatives?
- What have we learned from the extant literature on climate change interventions aimed at mitigating the devastating impacts of climate change across academic disciplines, including (but not limited to) marketing, economics, psychology, sociology, anthropology, ecology?





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

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