

# CALL FOR BOOK CHAPTERS & CASE STUDIES

## SOCIAL AND SUSTAINABILITY MARKETING

### A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science



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#### ABOUT THE BOOK

This book will present a collection of teaching cases that discusses and emphasizes how 21<sup>st</sup>-century organizations are addressing socially responsible consumers and meeting their need while keeping their business profitable. The main objective of this book is to understand through real-life case studies the practice of marketing for the benefit of society. This book will help students to develop a critical understanding of the social marketing, sustainability marketing, and allied strategies used in marketing. The case studies presented focus on creating, communicating and delivering customer value to socially responsible consumers through various marketing strategies, processes and programs. By illustrating a range of actual marketing situations, these case studies will help students acquire the skills they need to make informed marketing decisions. This book will be composed of long and short real cases with varying complexity in different sectors. This case book will also cover a few review articles and original research for an overview of the recent developments in the study area. With the case studies, collection of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to its readers. This publication is an essential reference source for educators, early readers, university students, researchers, and practitioners interested in socially responsible marketing.

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## ARTICLE CLASSIFICATION

The submission in the following formats are welcomed:

- **Teaching Case Studies:** The cases *may not be* accompanied by a detailed Instructor's Manual/Teaching Notes at the time of submission. A one page summary of teaching objectives will be sufficient. The editors will appropriately recommend on relevant theoretical concepts or models or other tutorials required for the case in consultation with the contributing author. Each case study will be accompanied by a brief tutorial chapter. These cases are limited to 10,000-12,000 words.
- **Compact Case Studies:** These cases are limited to 500-1,000 words. The goal is to make cases more engaging for students and may be included as part of a particular chapter or presented as a separate chapter. Compact cases must be factual. The case must be accompanied by a brief Teaching Note/ Instructor's Manual. The editors will appropriately recommend on relevant theoretical concepts or models or other tutorials required for the case in consultation with the contributing author.
- **Case Studies (Based on Data):** These cases are limited to 1,000-2000 words. The goal is to teach case analysis and decision making exclusively based on available data. The case must be accompanied by a brief Teaching Note/ Instructor's Manual. The editors will appropriately recommend on relevant theoretical concepts or models or other tutorials required for the case in consultation with the contributing author.
- **New Forms (Case Studies):** The book is open to new forms of cases that distinguish it from the conventional models. Cases utilizing innovative technology are welcome.
- **Tutorial (Textbook style) Chapters:** Authors are invited to submit chapters relating to case teaching, case analysis, data analysis, and topics relevant to social and sustainability marketing, and related areas. While authors can always suggest their own chapters, it is recommended that the contributing authors contact the editors for consultation on chapter requirements relevant to this book. Conceptual papers and papers reporting original research are not welcomed under this category. These chapters are limited to 5,000-8000 words.
- **Conceptual Papers and Original Research Papers:** Authors are invited to submit original research related to social and sustainability marketing, and related areas, case teaching, case analysis, new forms of research methodologies, data analysis, and similar topics. All forms of research methods and methodologies are welcomed. This section will contribute limited chapters to the book. These papers are limited to 5,000-8000 words.
- **Review Papers:** Authors are invited to submit review papers related to social and sustainability marketing, and related areas, case teaching, case analysis, new forms of research methodologies, data analysis, and similar topics. These papers are limited to 6,000-10,000 words.

*Case studies detailing campaigns are particularly welcome.* Cases must be factual, and releases must be available where necessary. The contributing authors are recommended to use their own photos and other graphical representations in their chapters. Contributing authors using any third party resources or materials are required to take the appropriate permission to be used in the book.

Please note that chapters should be written in an academic style with appropriate references, as necessary. The chapters may incorporate appropriate theories and must be grounded in extant literature. The contributing authors are encouraged to use *recent published researches* in developing the chapters.

## **TENTATIVE TABLE OF CONTENTS/TOPIC COVERAGE**

### **Section 1: Introduction**

This section will cover few review articles for an overview of the study area and will emphasis on the evolution of various concepts and will reflect the importance of the study area. The introduction will use various statistics, news articles, and will introduce various stakeholders.

### **Section 2: Key Principles and Concepts**

This section will discuss few key broad principles, concepts, and will be exhaustive by nature. Few of such topics are social marketing, sustainability marketing, green marketing, socially responsible marketing, environmental marketing, responsible marketing, nonprofit marketing, social responsibility, corporate social responsibility (marketing communications), peace marketing, peace promotion, circular economy, holistic marketing, sales issues and sustainability, consumer behavior related to green products, green distribution channel and networks, products disposal, digital marketing and sustainability, sustainable branding, public policy and communication, and similar topics in a much broad way. The purpose would be to expose the readers to various existing concepts.

### **Section 3: Current developments (Review of extant literature)**

This section will discuss to some level of details few key theories and understanding on social marketing and sustainability marketing. This will also include selected models and frameworks on social marketing and sustainability marketing (from review of extant literature).

### **Section 4: Case studies**

The book will be composed of long and short real cases with varying complexity across sectors. These case studies, collection of questions, teaching materials, and real-life marketing scenarios, this book offers unique source of knowledge to marketing scholars/students/readers, and educators across the world.

The case studies will be distributed according to the following geographic and case length

parameters:

- Case studies on Emerging Economies (short)
- Case studies on Developed Economies (short)
- Case studies on Emerging Economies (complex and/or long)
- Case studies on Developed Economies (complex and/or long)

**Contributions devoted to all aspects of social and sustainability marketing, and allied areas are invited, including, but not limited to:**

## **RECOMMENDED TOPICS**

- Sustainable and responsible consumption
- Social marketing
- Sustainability marketing
- Green marketing
- Environmental marketing
- Responsible marketing
- Nonprofit marketing
- Social responsibility
- Corporate social responsibility (including marketing communications)
- Peace marketing and promotion
- Healthcare marketing and promotion (for social good)
- Circular economy
- Ethical marketing
- Holistic marketing
- Sales issues and sustainability
- Consumer behavior related to green products
- Product disposal and waste management
- Digital marketing for social good
- Sustainable branding
- Public policy and communication for social good
- Behavioral interventions and change for social good
- Macro, meso, micro perspectives to creating social change
- UN sustainable development goals
- Sustainability reporting and communication in business networks
- Measuring sustainability and sustainability practices
- The cultural aspect of marketing for social good
- Responsible education for social good (capacity building for behavioral change)
- Regional activities of sustainability and social marketing (Like village level)
- Communicating sustainability and socially responsible practices by corporates to stakeholders
- Social media and communication for social good
- Online community promoting social good
- Green advertising effectiveness, practices, approaches from around the world
- Media choice and media planning for communicating social good
- Creative approaches in marketing communication for social good

- Public relation campaigns for social good
- Supporting sustainability through activism (corporate, consumer, government, NGOs, non-profits)
- The role of marketing in creating sustainable and socially responsible communities
- Strategies for responsible consumption and production
- Promotion of affordable and clean energy
- Co-creation and co-production of sustainable products and services
- Sustainable retailing and distribution
- Sustainability and culture
- Sustainability and leadership
- Targeting concerning children
- Counter marketing to combat the negative effects of commercial marketing
- Re-imagining the notion of sustainability
- History of marketing practices for social good

## TARGET AUDIENCE AND POTENTIAL USES

- All research scholars who wish to extend their knowledge and pursue career in the subject area.
- For the management faculty who want to understand the deep applicability of marketing science for social good. This case book will help them in teaching relevant courses.
- Practitioners who seek to practice marketing for social good.
- Policy makers
- Government communicators
- Not-for-profit organizations
- Social marketers
- Social enterprises
- Social change program agents
- Marketing professionals
- Public relations professionals
- Communications professionals
- Behavioural economists

## CHAPTER SELECTION AND REVIEW STATEMENT

We will follow a *double-blind reviewing procedure*. Authors will be requested to avoid any form of author identifications in the body of the manuscript, including self-identifying citations and references (in their first submission). The authors must provide a separate title page with author/s details. The authors will be responsible after the review process is completed to reinsert self-identifying citations and references for final submission. We will accept only those manuscripts that are passed by both the reviewers. In some cases, the editor may decide to seek help from a third reviewer. In that case, if two of the three reviewers agree on the quality of the manuscript, the manuscript will be taken forward. The editors will review the manuscript again for quality, relevance, and rigor. Further, they will suggest the authors accordingly. The decision of the editors on manuscript acceptance will be final.

### **Submitted manuscripts must adhere to the following:**

- The submitted manuscripts have not been published before and are not under consideration for publication anywhere else
- The submitted manuscripts have not been previously rejected or withdrawn after reviewing by the editors of the proposed casebook.
- The submitted manuscripts have been approved by all co-authors and have no conflict of interest.
- The submitted manuscripts have been approved by the responsible authorities or organization concerned.

The authors are expected to avoid unethical behavior, like, but not limited to, not acknowledging all sources of the ideas in their manuscripts, reproducing someone else's work, and providing false information, etc. Any variation from these guidelines will result in rejection.

### **Formatting Instructions**

The initial chapter/s may be submitted in any format (*format free submission*) with APA style of referencing. A chapter is recommended to have about 25 double-spaced A4 pages with 1" margins (longer or shorter chapters are completely fine).

Post acceptance of the chapter/s, it must be proofread, polished, and formatted according to the publisher's instructions before final submission. Author's guidelines and chapter templates will be shared with the contributing authors when required.

Some main points to remember:

1. The text must be provided electronically in Microsoft Word.
2. Do not place any artwork within the text (including equations/structures).
3. All artwork should be submitted in electronic format as individual files labeled by chapter/figure number (i.e. Fig 1.3, etc. Do not use section numbering such as Fig 1.3.5, etc.).
4. Publisher copyedit according to the Chicago Manual of Style, 16<sup>th</sup> edition for punctuation, spelling, grammar, and sentence structure only – you will need to verify the content, equations, tables, figures.
5. Please be aware that as part of publisher's Production process, italic typeface will not be applied to Greek characters in your text, equations, or art.
6. All units should be provided in US Units.

### **SUBMISSION PROCEDURE**

Faculties, research scholars, and practitioners are invited to submit their chapter proposal in the form of abstract (300 to 500 words).

**All proposals should be submitted to [j.author.connect@gmail.com](mailto:j.author.connect@gmail.com)**

Submissions should include authors' information (names, affiliations, emails, and short bios). All chapters are accepted based on a double-blind peer review editorial process.

Author/s of accepted chapters will be acknowledged for their contribution in their contributed chapter/s. The chapter will have the name, affiliation/s, contact, and a short authors' profile. The contributing *author/s will receive no royalties or any form of financial gains.*

Note: There are no submission or acceptance fees for manuscripts submitted to this book publication.

## IMPORTANT DATES

**Chapter Submission:** July 30, 2020

**Reviews and Decisions due:** August 15, 2020

**Revised Chapters due:** September 30, 2020

(Early submissions are welcomed. The editors will try to share the 1<sup>st</sup> decision within 3 weeks of submission.)



The Work will be published initially under the imprint of Productivity Press, a Routledge book, or such other imprint as the Publisher (**Taylor & Francis Group<sup>1</sup>**) deems suitable for the Work. The publication is anticipated in late 2020 or early 2021.



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<sup>1</sup> The agreement is between the book authors and Taylor & Francis Group, LLC, a State of Delaware limited liability company, having its principal place of business at 6000 Broken Sound Parkway NW, Suite 300, Boca Raton, Florida 33487, U.S.A.