



# 10<sup>th</sup> ICCMI

International Conference on Contemporary Marketing Issues

## CONFERENCE PROCEEDINGS

**8 - 10 July**

NAXOS/GREECE/2022

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(former Ursuline School)

co-organized by:



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OF THESSALONIKI

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**10<sup>TH</sup> International Conference on Contemporary Marketing Issues.**

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co-Organized by **Department of Business Administration, School of Economics, Aristotle University of Thessaloniki, Greece** and **Chair of International Business, Department of Marketing and International Business, University of Vienna, Austria.**

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## Preface

We welcome you to the 10th “International Conference on Contemporary Marketing Issues ” (ICCM I 2022) co-organized by the Department of Business Administration, School of Economics, Aristotle University of Thessaloniki, Greece and the Chair of International Business, Department of Marketing and International Business, University of Vienna, Austria. The 10th ICCMI is hosted in Naxos, Greece, from July 8th, to July 10th, 2022.

The idea to organize this conference goes a long way back but it materialized, for the first time, seven years ago. The 1st ICCMI was held in June, 2012 in Thessaloniki, Greece, jointly organized by the Alexander TEI of Thessaloniki along with Bucks New University of UK. The 2nd ICCMI was held in Athens, Greece, in June 2014, a collaboration of the Alexander TEI with Manchester Metropolitan University. The 3rd ICCMI was organized by ATEI of Thessaloniki and Kingston University of the UK and was held in Kingston, UK, in June 2015. The 4th ICCMI, a collaboration between Manchester Metropolitan University and the ATEI of Thessaloniki, was held in Heraklion, in the beautiful island of Crete, in 2016. In addition there was the special session in Santorini with a very interesting workshop. The 5th ICCMI was jointly organized by Alexander TEI of Thessaloniki and Manchester Metropolitan University and was held in Thessaloniki with a special session in Chalkidiki. The 6th ICCMI was organized again by ATEI and Manchester Metropolitan University and was held in Athens Greece again. The 7th ICCMI was held again in Heraklion, Crete, in 2019 and was organized by Leeds University Business School and the International Hellenic University. The 8th and 9th ICCMIs, held respectively in 2020 and 2021, were run on line due to the pandemic. Both were a collaboration between Adam Smith Business School of the University of Glasgow and the International Hellenic University.

During this year’s conference there will be very interesting presentations in the fields of Marketing and Tourism as well as in Management. The manuscripts submitted have been included, after review, in the conference proceedings.

This year’s Conference is supported by notable scholars comprising the international advisory scientific board and the international scientific committee. Furthermore, the quality of the Conference is enhanced by a number of prestigious journals offering publication opportunities to a selected number of outstanding, high quality, papers submitted to ICCMI 2022.

This year we are honoured to have with us, as Keynote Speaker, Professor George Balabanis. He is Professor of Marketing at Bayes Business School (formerly Cass) of the City University of London, UK. We warmly thank him for his great contribution to the success of the Conference.

We also express our sincere gratitude and thanks to the two universities, i.e. the Aristotle University of Thessaloniki and the University of Vienna, to the international advisory scientific board and to the international scientific committee members who ensured the quality of the papers. In addition we thank the collaborating journals’ editors for their willingness to contribute to the success of the conference, the papers’ authors for their paper submitted and all the conference delegates who came to Naxos to participate in the event.

Finally, our thanks are extended to the Municipality of Naxos and small Cyclades who kindly offered the venue of the conference and to msquare, the company behind the technical organization of the conference.

As the conference co-Chairs we would like to welcome you and assure you that it is a great honour for us to have all of you here.

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## **Sustainability myopia in entrepreneur's personal orientation to sustainable marketing**

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**Keywords:** *sustainability orientation, sustainability meanings, personal motivations, marketing ethics, marketing myopia.*

**Topic:** *Ethical issues in Marketing*

### **Abstract**

#### **Purpose**

“By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature” (UN SDG 12, target 12.8). This UN call for promoting sustainable patterns lead researchers to explore if entrepreneurs and decision makers are authentically aware of sustainability fundamentals, and to examine their personal orientations to sustainability (Khizar *et al.*, 2022). Since their personal motivations and orientation to sustainability may influence actions of the entire community, it is relevant to discover which meanings decision-makers recall when they think about “sustainability”. In recent years, decision-makers have come under increasing pressure in terms of sustainability and sustainable development - according to the well-known definition given by the WCED, the “Brundtland Commission” (1987): “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. In minor rural areas, often suffer of being a marginalised economy (Briedenhann *et al.*, 2004), local decision-makers play an important role to drive suitable development conditions. This background inspire our RQ “*What are the meanings of sustainability perceived by decision-makers in rural area?*”.

#### **Research methodology**

An initial theoretical phase, for reviewing relevant literature related to individuals and organizational sustainability orientations, found very few studies on sustainability-related personal motivations of decision makers of rural areas, and as such our project aims to start filling this gap. This exploratory qualitative research is the first step of a broader research design, and it has conducted to highlight diverse sustainability meanings and orientations, discussing with decision-makers on sustainability solutions for tourism.

The context is “area Colli Berici” in Northern Italy: this geographical area is large about 165 km<sup>2</sup>, and call for preservation of its common cultural roots and natural heritage, but it is highly fragmented in political, economic and social decisions. Decision-makers are majors of 24 small towns, few entrepreneurs of local businesses, mainly manufacturers and farmers. They want to leverage their local strengths (i.e., nature, typical products and authenticity), and identify slow tourism to lead the entire community moving towards sustainable development (Di Clemente *et al.*, 2015, pp. 23-37). The data collection relies on semi-structured interviews, video recorded and transcribed, with 18 decision makers of this area (7 policy makers, 9 entrepreneurs and 2 change makers). Four other follow up meetings and conferences engaged local citizens, politicians and family businesses.

We conducted the data collection and analysis in a team of diverse researchers (2 professors and 2 research assistants, with different background) in order to reduce our own bias (Eisenhardt, 1989; Oppermann, 2000). Triangulation approach helps for strengthening the validity of the analysis. We have interpreted data through Nvivo coding, adopting the GIOIA methodology for research protocol, analysis and interpretation (2021).

## Results

It emerges that the prevailing meaning attributed to sustainability refers to the economic sphere, emphasizing a clear but poor common vision in terms of environmental and social sustainability. Sustainability in rural area could be a matter of myopia rather than a matter of a holistic orientation. There is a tendency to consider “possible” only some specific investments (i.e., actions to protect the environment, reduce consumption and CO2 emissions) that are economically sustainable in order to ensure the livelihood and survival of those who implement them. These results suggest that in marginalised areas, sustainability might be only a mean for ensuring a return on profits, a non-ethical marketing tool. Being aware of this myopia might just be a good start, or a risk of failure if there are no future reactions. As such, discussing these results with participants, it emerged the need to educate the entire community to sustainability fundamentals for tourism, to share a common vision that rebalance social and environmental goals and roles of each member. This is why we had to conduct extra follow-up meetings, and has been invited as guest speakers in conferences with citizenship. Other further findings, actually still in progress, are already showing a change in sustainability orientations of individuals that actively participating in our research program.

## Originality/Value

This research contributes to explore sustainability orientations of decision makers and entrepreneurs, discovering the existence of critical Sustainability Myopia, often hidden in personal motivations, which may block effective sustainable actions and decisions for an integrated strategy for sustainable development.

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