



Literature for BUSO35, Business Administration: Sustainability and Marketing Ethics applies from autumn semester 2017

**Literature established by Academic Director of Studies at Department of
Business Administration on 2017-05-22 to apply from 2017-08-28**

Articles

The readings for the course include a selection of articles and chapters including, but not limited to, the following:

Borland, H., & Lindgreen, A. (2013). Sustainability, Epistemology, Ecocentric Business, and Marketing Strategy: Ideology, Reality, and Vision. *Journal of Business Ethics*, 117(1), 173–187. doi: 10.1007/s10551-012-1519-8

Hopwood, B., Mellor, M., & O'Brien, G. (2005). Sustainable development: mapping different approaches. *Sustainable Development*, 13(1), 38–52. doi: 10.1002/sd.244

Jansson, J., Nordlund, A., & Westin, K. (2017). Examining drivers of sustainable consumption: The influence of norms and opinion leadership on electric vehicle adoption in Sweden. *Journal of Cleaner Production*. doi: 10.1016/j.jclepro.2017.03.186.

Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21–39. doi: 10.1007/s11747-010-0216-3

Vallaster, C., Adam Lindgreen, & François Maon. (2012). Strategically Leveraging Corporate Social Responsibility: A Corporate Branding Perspective. *California Management Review*, 54(3), 34–60. doi: 10.1525/cmr.2012.54.3.34

Wible, A. (2012). It's all on sale: Marketing ethics and the perpetually fooled. *Journal of Business Ethics*, 99(Supplement 1), 17–21. doi: 10.1007/s10551-011-1162-9