



## **Literature for BUSP35, Business Administration: Sustainability and Marketing Ethics applies from autumn semester 2019**

**Literature established by Academic Director of Studies at Department of  
Business Administration on 2019-04-01 to apply from 2019-04-08**

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

Crane, A., Palazzo, G., Spence, L. J., & Matten, D. (2014). Contesting the Value of "Creating Shared Value." *California Management Review*, 56(2), 130–153.

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

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*.

Porter, M. E., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.

Stål, H. I., & Jansson, J. (2017). Sustainable Consumption and Value Propositions: Exploring Product–Service System Practices Among Swedish Fashion Firms. *Sustainable Development*, 25(6), 546–558.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*, in press