



CALL FOR PAPERS

22nd International Conference of the Tunisian Marketing Association

Sustainable marketing: Achieving the transformation of practices and behaviors

April, 25 and 26, 2025 in Sousse (Tunisia)

Deadline for submission: January 5, 2025.

Fawzi DEKHIL: President of the Tunisian Marketing Association

Mouna DAMAK & Moez BELLAAJ: Chairs of the organizing committee



Current theme of the 22nd ATM conference

Every year, the International Conference of the Tunisian Marketing Association (ATM) brings researchers and practitioners together in marketing around contemporary themes, promoting fruitful exchanges between academics and professionals. The 22nd edition of ATM, organized by the Marketing Research Laboratory (LRM) of the Faculty of Economics and Management Science (FSEG) of Sfax, will be held on April 25 and 26, 2025 in Sousse (Tunisia). Whether you are a new or an experienced researcher, this is an opportunity to share your research findings and thoughts with the community of academics and marketing professionals.

The 22nd edition of the ATM conference will focus on the theme: “Sustainable marketing: Achieving the transformation of practices and behaviors”. This theme takes on its full meaning because the planet has been experiencing natural upheavals that are occurring at an alarming rate for several years. Indeed, environmental pollution continues to worsen day by day, and natural resources are gradually being depleted at a worrying rate. This dramatic escalation is evidence of changes occurring on our planet, and it is becoming clear that human activity is largely responsible. To face these growing aspects of climate change and environmental problems, sustainable development is of crucial importance, as it can mitigate negative impacts and ensure a viable future by taking into account planetary boundaries and the needs of future generations.

Since the early 2000s, there has been a growing awareness and willingness to adopt a sustainable marketing approach (Kotler, 2011). This approach advocates integrating ecological imperatives into the heart of companies' strategic orientations (Martin and Schouten, 2014; Kim et al., 2023). It is based on the idea that marketing can be used to develop and promote market and consumption models that take into account environmental and social issues (Volle and Schouten, 2022; Dekhili et al., 2023). Operationally, sustainable marketing encourages eco-innovation, increases product lifespan, establishes fair pricing, promotes responsible communication and prioritizes sustainable distribution throughout the value chain (Dekhili et al., 2021).

The benefits of sustainable marketing for society, businesses and individuals, as well as its ability to counter opportunistic practices are undeniable. However, various constraints to its development still persist. These include consumer distrust of green communication, the changing effectiveness of eco-labels, as well as the high price of organic and ecological products (Dekhili et al., 2023). Moreover, with recent technological advances, new challenges and opportunities seem to influence both managerial practices and consumer behaviors in this area (Ertz et al., 2021).

Thus, the aim of this 22nd edition of the ATM conference is to draw up research in the field of sustainable marketing, to analyze the developments affecting both consumer behavior and business strategies, as well as to identify the obstacles and catalysts of the ecological transition.

We encourage researchers to submit papers exploring broadly conceptual, empirical or methodological aspects of sustainable marketing. Particular attention will be paid to research on the effective integration of sustainability at the societal and organizational level, as well as the role of recent technologies such as digital technologies and artificial intelligence in the success of sustainable marketing initiatives.

The following questions may be addressed, for example:

- How can sustainable marketing improve individual and collective well-being?
- What are the current trends in sustainable consumption?
- What factors can encourage green and environmentally friendly consumption practices?
- Where are the main resistances to the adoption of responsible consumption behavior?
- How can consumer skepticism towards green products be overcome?
- What actions can be implemented to promote alternatives to buying new products, such as repair, rental and second-hand purchases?
- How can we overcome consumer distrust of eco-labels?
- How can collaboration between different stakeholders facilitate the integration of sustainability within ecosystems?
- How can sustainable brand equity be built?
- How do sustainable business models contribute to reducing the ecological impact of products?
- How can we guide society, businesses and consumers towards more responsible practices?
- How can we make green, organic and fair-trade products more accessible?
- What are the particularities of integrating sustainability into different sectors, such as fashion, luxury and food?
- What is the current importance of short distribution channels?
- What are the prospects for the development of sustainable distribution practices?
- How can digital technologies contribute to sustainable development?
- What is the impact of digitalization on sustainable marketing?
- How can artificial intelligence contribute to sustainable development and what are the challenges to consider?

Other contributions which are not directly linked to sustainable development but addressing the transformation of marketing practices and/or consumer behavior, can be proposed to enrich the debates and open up new perspectives.

References

- Akram, U., Lavuri, R., Bilal, M., Hameed, I., & Byun, J. (2024). Exploring the roles of green marketing tools and green motives on green purchase intention in sustainable tourism destinations: A cross-cultural study. *Journal of Travel & Tourism Marketing*, 41(2), 123-145. <https://doi.org/10.1080/10548408.2023.2293022>
- Dekhili, S., Durif, F., & Merle, A. (2023). Marketing durable : accélérons les transformations ! [Editorial]. Numéro Spécial, *Recherche et Applications en Marketing*, 38(3), 3-6.
- Dekhili, S., Merle, A., & Ochs, A. (2021). *Marketing durable*. Editions Pearson.
- Ertz, M., Sun, S., Boily, E., Yao Quenum, G. G., Patrick, K., Laghrib, Y., Hallegatte, D., Bousquet, J., & Latrous, I. (2021). Les produits augmentés : la contribution de l'industrie 4.0 à la consommation durable. In S. Dekhili (Dir.), *Le marketing au service du développement durable : repenser les modèles de consommation* (pp. 277-300). Londres: ISTE Éditions.

- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132–135.
- Machado, L., & Goswami, S. (2023). Marketing sustainability within the jewelry industry. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2023.2166566>.
- Martin, D. M., & Schouten, J. W. (2014). La réponse à la question « Que pouvons-nous faire ? » : le marketing durable. *Recherche et Applications Marketing*, 29(3), 109-111.
- Volle, P., & Schouten, J. (2022). *Marketing (plus) durable*. Editions de Boeck.

Round Table

A round table debate will take place in the afternoon of the first day of the conference. It will focus on:

“Towards Sustainable Marketing: Intersectoral Synergies at the Service of the Planet”

This debate regroups professionals, representatives of civil society, researchers, as well as participants in the ATM conference, to discuss this issue.

Types of communications to submit

The ATM conference is dedicated to the presentation and the discussion of finalized research work (communications) in the form of:

- **Specific research with an empirical application.**
- **Synthesis of the literature relating to a specific theme.**
- **Methodological or pedagogical reflections.**
- **Conceptual reflections.**
- **Case study.**

Submission and evaluation of papers

Communications must be submitted on the sciencesconf platform: <https://atm2025.sciencesconf.org> and not via email.

PLEASE NOTE: The initial version to be submitted must not include the names of the authors or their affiliations to allow for anonymous evaluation. These elements will be added to the final version of the communication once it has been accepted.

Submitted manuscripts will be subject to an anonymous review process by two reviewers. Accepted papers will be grouped into homogeneous themes and presented in sessions led by chairs.

Prize for the best communications

The scientific committee will award the Sphinx Prize to the best communications, particularly relating to the specific theme of this 22nd edition of the conference or to other innovative marketing themes. The Sphinx Prize will be awarded on the basis of the originality of the problematic, the methodology, the rigor of the research design, as well as the theoretical and managerial contributions of the research.

Paper format

Submitted communications must be presented in the following format:

- The text can be written in French, English or Arabic.
- The text of the communication includes a maximum of 7 pages (excluding the cover page, the references and the annexes).

- The cover page includes: the title, the name of the author(s), their functions, their contact details, and their e-mail addresses. This page will be separated in order to make the evaluation anonymous.
- The second page will include: the title, a summary of 150 words maximum (single space) and 5 keywords. The title, summary, and keywords must be written in French and English.
- The file must be in Word format.
- Font: Cambria, size 12.
- Margins of 1.5 cm on all four sides.
- Single space.
- No header or footer.
- Page numbers at the bottom right.
- Tables and figures (numbered) must be inserted in the appendices.
- Insert the references and appendices at the end of the text.

Important: Each author may not submit more than 3 papers.

The references must be presented according to APA standards, as follows:

- **Journal articles:** Author's name followed by first initial (year). Full title of the article. Title of the journal in italics, volume (number), page number.
 - Example: Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods, and propositions. *Journal of Marketing*, 46(3), 92–101.
- **Books:** Author's name followed by the initial of the first name (year). Full title of the work in italics. Place of publication: name of the publisher.
 - Example: Bryman, A. (2016). *Social research methods*. Oxford University Press, U. K.
- **Conference proceedings:** Author's name followed by first initial (year). Title of the communication. The title of the conference in italics, volume, place of the conference, page number.
 - Example: Bajra, A., & Schneider, D. (2018). La fabrication digitale comme vecteur d'échange interculturel. Dans P. Plante & A. Stockless (Dir.), *Présent et futur de l'enseignement et de l'apprentissage numérique* (p. 6–8). Université TÉLUQ. https://rilibre.teluq.ca/1720/1/Cirta_2018_Actes.pdf
- **Unpublished documents** (type of document: thesis, research notebook, report, etc.): Author's name followed by the initial of the first name (year). Full title of the document. Type of document, name of the university or school, place of reference.
 - Example: Lemieux, A.-G. (2019). Espaces de Lorentz: Solutions avec des calculatrices en ligne [Submitted manuscript for publication]. Université d'Amiens.
- **Reference taken from the Internet:** Author, institution (year). Title. http link followed by the date of consultation.
 - Example: Debret, J. (2018). Exemple APA – Site Internet. Scribbr. <https://www.scribbr.fr/normes-apa/exemple-site-internet/>

Doctoral workshop

A doctoral workshop will be devoted to the presentation of thesis work at an intermediate stage of progress. Doctoral students will thus benefit from the comments and suggestions of participating professors and researchers. Doctoral students who wish to present the progress of their thesis must

send a summary of 10 pages maximum, single-spaced, Cambria, size 12 (including the cover page and references).

The progress summary should be structured as follows:

1. Presentation of the thesis topic / research questions
2. Justification of the interest of the topic
3. Theoretical framework and main concepts
4. Main methodological choices
5. Conceptual research model (if applicable)
6. Progress and main results
7. Main questions to be resolved and major difficulties

Progress summaries should be sent to the following e-mail address:

atmcolloque2025@gmail.com

My thesis in 180 seconds

For this edition of the conference, we are pleased to introduce a new section entitled “My Thesis in 180 seconds” dedicated to doctors. The objective is to offer them the opportunity to present, in a concise and impactful manner, the essential elements of their theses. Each doctor will have 180 seconds to present his or her research in front of a jury and an audience. The presentations will be evaluated and the best will be awarded a special prize.

To be included in the presentation:

1. Research problem
2. Model and hypotheses to be tested
3. Methodology followed
4. Key results
5. Practical recommendation
6. Future research perspectives

Deadlines to be respected

Opening of submissions of manuscripts	15 November 2024
Submission deadline	5 January 2025
Notification of decisions to authors	25 February 2025
Deadline for modified manuscripts	1 March 2025
Opening of registration	3 March 2025
Conference dates	25-26 April 2025

For all correspondence with the organizing committee of the 22nd conference, please contact: atmcolloque2025@gmail.com.

Information and contact

For more information, please visit the conference website: <https://atm2025.sciencesconf.org> or send us an email at the following address: atmcolloque2025@gmail.com

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Note: The list of members of the organizing committee may eventually be expanded

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