

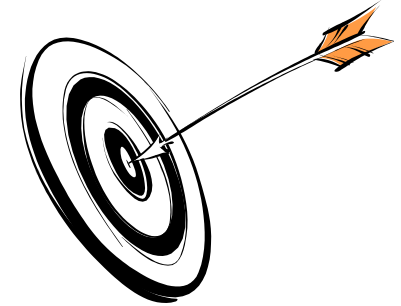
# Research on sustainable consumption

## AGENDA

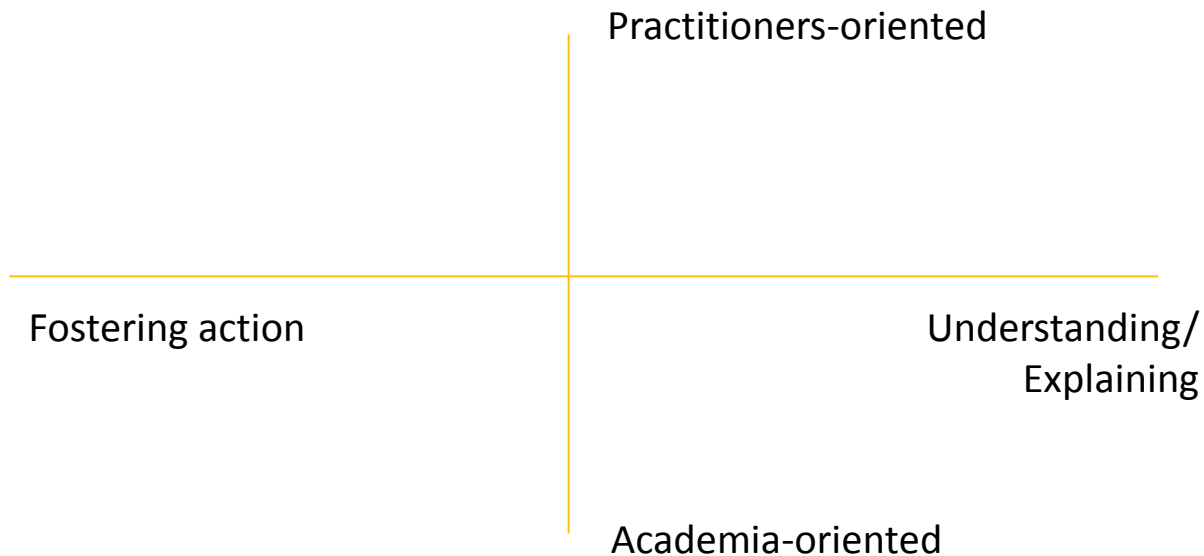


- 1 Mapping research**
- 2 Topics**
- 3 Research projects 2013**
- 4 Outputs**

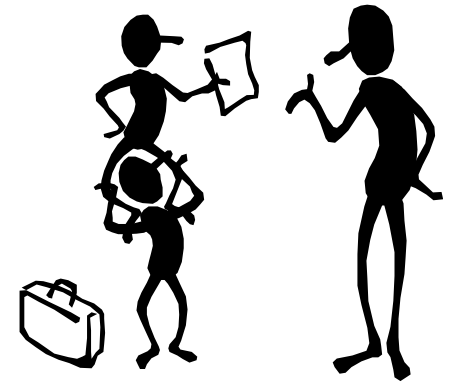
# MAPPING RESEARCH



Several researchers at the Faculty of Management  
(others on Education and Psychology working on  
related issues)



# MAPPING RESEARCH



Research Group: Consumidor y su entorno. Carlos Ballesteros (Dir.), Dulce Saldaña (ITESM) Laura Sierra, Carmelina Vela.

Research Group: E-SOST Economía, Empresa y Sostenibilidad. Paloma Bilbao, Isabel Carrero, Victoria Labajo (Dir), Amparo Merino, Carmen Valor

+

Ph. D. and MSc/MRes students

# Topics: Psychology

## Identity of responsible consumers

Personality, Values, Needs  
Emotions  
Biography  
Archetypes of RC

## Obstacles to responsible consumption

Cognition  
Social norms/group norms  
System-related obstacles

Information processing  
Determinants of CSR label use

## Information processing

Positive psychology: SDT  
Ecological psychology: Personal Projects  
Glossary/dictionary on paradigm-changing consumption  
Life downshifting

## Theoretical framework

## Topics: Sociology

### New social movements

Consumption and social movements  
Vegans as a social movement  
Voluntary simplifying

### Groups, collective action

Social markets, alternative markets: 15M, GAL

Perceptions of GM food  
Offer of organic food  
Offer of responsible products  
Specific labels: Halal, Kosher

### CSR /ethical labels

Consumer sovereignty  
Political consumption  
Education for sustainable consumption  
Inclusive consumption  
Critical pedagogy of consumption from a gender-based perspective

### Normative

## Topics: Marketing

## Research projects 2013-



1. Determinants of responsible consumption: panel data and new statistical techniques (chaos theory, LISREL, neural networks)
2. Archetypes of responsible corporate buyers
3. Elaboration of an ethical shopper basket index

1. Influence of social norms on students: how the ERASMUS experience affect their values, attitudes and behaviors towards sustainability.
2. Sustainability and curriculum development
3. 15M: consumption-related proposals and experiences

# Outputs



Academia	Practitioners	Other
<p>Journal papers</p> <p>Conference papers</p> <p>Books</p> <p>Working papers</p>	<p>Practitioners magazines</p> <p>Practitioners sites</p> <p>Events</p>	<p>Ph.D., MSc, MRes and BSc dissertations</p> <p>Getting involved in the network of researchers</p> <p>Reviewers, members of editorial boards</p>