

Call for Papers 3/2022



Experiments in sustainability research: Avenues for behavior change in firms and markets

Guest editors of special issue 3/ 2022:

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Experimental studies are a useful tool to derive causal insights into effective strategies in the domain of sustainability. Experimental methods in management science have sparked in the recent decades and are now an established tool to gain knowledge. In this special issue, we seek to deliver more causal insights into corporations' and other organizations' role in sustainability by presenting experimental evidence using various methodologies (laboratory and field experiments, lab-in-the-field studies, predictions of real-world behavior using laboratory studies, etc.). The issue is open to contributions from all areas of business administration, as well as from technical and social science research fields, in particular behavioral scientific research and research at the interplay of technology and behavior. Suitable contributions from practitioners are also most welcome. Conditional on sufficient statistical power, submissions of null results are also invited.

There are still many open questions in this field and submission may, but do not necessarily have to answer one of these research questions:

- **What are barriers currently inhibiting employees' sustainability behavior and how can these be overcome?** Research in climate change mitigation has long pointed to considerable barriers keeping people from acting "green". This research question addresses the importance of such barriers in a corporate context and asks how these can be overcome.
- **How can firms incentivize pro-environmental behavior?** One way of mitigating climate change is to make it a rational response of maximizing economic agents. This research question deals with how sustainable behavior can be properly incentivized (e.g., included into KPIs or other tools of performance measurement).
- **What is the role of innovative, digital solutions provided by the private sector in climate change mitigation?** Novel technologies are a crucial tool aiding people's sustainable behavior. This research question addresses potential technical tools as a lever to more sustainability (e.g., program evaluation on new technologies, etc.)
- **How can new methods be developed to address sustainability behavior in management and consumer research?** Much research in pro-environmental behavior is based on self-reports of behaviors or intentions. Novel tools can help to provide a better basis for sustainability research. This research question particularly welcomes new methods to study questions related to consumer behavior and management decisions.

We invite contributions to these or related questions and particularly encourage contributions with an interdisciplinary perspective combining, e.g., environmental, technical and economic aspects.

Important dates:

Initial Submission	15.10.2021
Feedback Initial Submission	15.12.2021
Submission of revised Manuscript	01.03.2022
Submission of final Manuscript	15.05.2022
Publication of Special Issue	September 2022

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Questions? Get in contact with Sebastian Berger or Frauke von Bieberstein