

CALL FOR PAPERS

**The Ligue Laboratory (ISCAE), University of Manouba, Tunis
R&DM Research Center-FSA- University Laval-Québec-Canada**

&

The Academy of Marketing Business-to-Business Special Interest Group

are organizing an international conference on



**“Who pays the piper calls the tune”
Sustainability Goals Implementation in the
Era of Digitalization in North Africa**

Hosted by

**University of Manouba, Tunis, Tunisia,
3-4 December 2018**

**Reviewed papers will be selected for a publication in proceedings with an ISBN
number in the British Academy, UK**

**Best papers will be selected for a potential publication in special issues of QMR-
An International Journal and Cogent Business and Management**

“Who pays the piper calls the tune”

Sustainability Goals Implementation in the Era of Digitalization in North Africa

Who pays the piper and calls the tune for sustainability in North African countries? This is a timely issue engendered by the globalization and tremendous advances in IT. In this context, multiple stakeholders are involved in achieving the new goals of sustainability embedded in the new global order. Sustainability and social responsibility are recognized as key success factors for economic, social, legal and political actors worldwide. In the digital era, businesses have undergone major changes to embrace the new challenges introduced by these developments. In most Western countries, the integration of sustainability and CSR in business strategies has been widely used to improve market positioning (Ottman, 2011, 2017). More recently, the obligation to embrace sustainability and social responsibility became a requirement not only to fit the latest legal requirements (i.e. climate change agreements, the certification norms, International Organization for Standardization 9001-2015, International Financial Reporting Standards, Social Responsibility, International Accounting Standards, the Conference of Parties agreements), but also, consumer claims for sustainability (Jaca, Prieto-Sandoval, Psomas and Omazabal, 2018; O'Rourke, and Ringer, 2016; Ottman, 2011, 2017) and for a safer and cleaner environment (Trivellas, Kakkos, Vasiliadis, and Belias, 2017). As signatory countries to these agreements, as well as the General Agreements of Tariffs and Trade (GATT-WTO), Tunisia, Algeria and Morocco and other North African countries have to comply with these agreements and meet their international partners' expectations in terms of sustainability and CSR concerns.

The above agreements were also generated by economies to help them to adapt to the ongoing trend of globalization triggered essentially by the development of new technologies. African countries lag behind the rest of the world in terms of Internet penetration (Satista, 2018). Although the North African countries are amongst the top ten Internet users in Africa, their use of IT to achieve sustainability goals from the different stakeholders' point of view is under investigated. There is therefore a need for further studies to understand how stakeholder adoption of technology can promote CSR and sustainability in North African countries and beyond. Firms operating in these countries need to shape and adapt their

strategies, locally and internationally, according to the new requirements of CSR and sustainability.

Within the marketing literature CSR and sustainability is gaining interest amongst authors. For example, in the tourism sector, Font and McCabe, (2017), considered the perspectives of both businesses and consumers and called for a better understanding of how contextual aspects influence the outcomes of pro-sustainability interventions. North Africa presents a suitable context due to its strategic geo-economic position in relation to the rest of the world and the unprecedented political and socio-economic changes that have recently taken place within these countries.

This conference aims to further knowledge on CSR and sustainability theory and practice by addressing this gap and calls for research that provides insights into how this particular geographic context influences sustainability requirements from different stakeholders' perspectives i.e. businesses, consumers, governments, etc. Additionally, this conference invites authors to suggest new methodologies that are in line with the specificity of the North African context.

Topics of interest include, but are not limited to, the following:

- Marketing and environmental sustainability in North African countries
- Innovation and sustainability in North African countries
- Green marketing in North African countries.
- Designing, branding and labeling sustainable products, services and places in North African countries.
- Big data and sustainability in North African countries.
- The not for profit organizations and the sustainability cause in North African countries.
- Marketing communications and sustainability in North African countries.
- Consumer and businesses awareness rising about sustainability issues in North African countries.
- Consumer perceived trust towards sustainability marketing mix (product, place, promotions, and price) in North African countries.
- Businesses' sustainability practices in North African countries.
- Business-to-Business, Government to Businesses and Government to Citizens and social responsibility strategy and implementation in North African countries.

- Supply chain and sustainability strategy and implementation in North African countries.
- Sharing economy values, culture and sustainability inhibitors and facilitators in North African countries.
- Circular economy and sustainability practices in North African countries
- Digitalization and its impact on sustainability in North African countries.
- Organic food and natural food products consumption in North African countries.
- Governance and sustainability in North African countries.
- Sustainability and business performance in North African countries.
- Internet and social media use and role in sustainability and CSR practices from multiple stakeholders' perspectives in North African countries.
- Political instability impact on sustainability and CSR in North African countries.
- The role of higher education, academics and researchers in fostering a sustainability and CSR culture in North African countries.
- Knowledge management and sharing and the role international partners in promoting and diffusing sustainability and CSR culture in North African countries.
- The 2030 Agenda for Sustainable Development (Sustainable Development Goals (SDGs)) and stakeholders' Policies effectiveness.
- Data-driven approaches to sustainability in North African countries.
- Sustainability in North African countries, challenges and opportunities
- Indicators of sustainability in North African countries.

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Session Chairs and contributors

Dr. Samaa Taher Attia, Professor of Marketing, Faculty of Commerce, Suez University, Egypt, Samaa.Attia@suezuni.edu.eg

Dr. Abdenmour Nouiri, Professor of Marketing, Director of Marketic lab, Higher Institute of Commercial Studies (HEC Algiers), Algeria, a.nouiri@hec.dz

Dr. Abdulaziz Elwalda, Misurata University, Misurata, Libya, elwaldaa@eps.misuratau.edu.ly

Dr. Redouane Barzi, Professor of Marketing, Ibn Tofail University, Morocco, Redouane BARZI, redouanebarzi@yahoo.fr

Dr. Riadh Ladhari, Professor of Marketing, Director of the R&DM Research Center-FSA-University Laval- Canada, riadh.ladhari@fsa.ulaval.ca

Organizing committee

-University of Manouba, Tunisia

Dr. Jouhaina Ben Boubaker Gherib, Professor of Management, jouhaina.gherib@uma.rnu.tn

Dr. Hamida Skandrani, Associate Professor, hamida.skandrani@gmail.com

-Bournemouth University

Dr. Julie Robson, Associate Professor, jrobson@bournemouth.ac.uk

Dr. Elvira Bolat, Senior Lecturer, ebolat@bournemouth.ac.uk

Dr. Kaouther Kooli, Senior Lecturer, kkooli@bournemouth.ac.uk,

- University of Huddersfield

Dr. Len Tiu Wright, Professor of Marketing, L.T.Wright@hud.ac.uk

- University of Middlesex

Dr. Pantea Fouroudi, University of Middlesex, p.foroudi@mdx.ac.uk

-Anglia Ruskin University

Dr. Nektarios Tzempelikos, Senior Lecturer, nektarios.tzempelikos@anglia.ac.uk

Submissions Guidelines

Submissions addressing issues related to the Colloquium topics are highly encouraged. All submissions will be subject to a double-blind review process.

Authors should submit short papers to: colloque@ligue.rnu.tn. These later should be of a standard appropriate for highly ranked journals. Authors of selected best short papers will be invited to submit a full paper for a potential publication in special issues of two journals: Qualitative Market Research: An International Journal (ABS, CNRS, Scopus) and Cogent O&A Business and Management (ABS).

Manuscripts must be original and unpublished and not under review for publication elsewhere. Success in the review process will not guarantee publication in the special issues supporting this event, but to be accepted for special issue publication, papers need to be presented at the conference.

Please prepare your manuscript before submission, using the following guidelines:

Article files should be written in English and provided in Microsoft Word format. Please ensure that the text is in Times New Roman font style, font size 12, with 1.5 spacing.

Articles files should include:

- 1- A cover sheet (page 1) including the title of the paper, the author's name(s), title(s), institutional affiliations and contact details, with the primary contact person designated.
- 2- A structured abstract on page 2: authors must supply a structured abstract (maximum 250 words in total) set out under 7 sub-headings. The authors' name(s) should not be on the abstract itself.

- Purpose
- Design/methodology/approach
- Findings
- Research limitations/implications
- Practical implications
- Social implications
- Originality/value
- Keywords: authors should provide appropriate and short keywords that encapsulate the principal topics of the paper. The maximum number of keywords is 4.

3- Starting from page 3, a short paper of 5 to 7 pages in length (not including references), prepared as follows:

- Introduction
- Key literature review
- Design/methodology/approach
- Findings/discussion
- Research limitations/implications

Conference fees

- Academics: 200 €
- PhD students: 150 €
- Business participants: 250 €

Conference fees will cover coffee breaks, one lunch, and conference pack.

There will be no refund of the fees for cancellation.

Authors (or at least one author) of accepted papers are required to register for conference AND to present the accepted research at the time designated in the conference program. Any research submission accepted for presentation but not presented at the conference will NOT appear nor be acknowledged in the official conference proceedings.

Accommodation and Travel

Information on nearby accommodation and travel advice will be provided at a later date.

Important dates

- 15 August 2018 Short paper submission closes at midnight
- 17 September 2018 Review decision notified to authors
- 24 September 2018 Conference registration opens
- 2 November 2018 Conference registration closes
- 3-4 December 2018 Conference

For further information, please contact Dr Hamida Skandrani at

Hamida.skandrani@iscae.rnu.tn or Dr. Kaouther Kooli at kkooli@bournemouth.ac.uk.