Industrial Marketing Management

Special Issue on

Green marketing and its impact on supply chain management in industrial markets

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Green branding and sustainability have attracted much attention from both the practitioners and academics from different business disciplines, such as marketing, supply chain management, and information management. Despite the increasing salience for being greener and more sustainable (due to, for example, climate change and environmental legislation), no holistic framework exists on how to build green industrial brands and industrial corporate brands. Building strong green industrial brands requires not only green marketing, but also green operations and green supply chain management. In addition, globalization and international sourcing exert extra pressure and challenges on designing and implementing a truly green and sustainable supply chain from the global perspective.

Whether or not sustainable/green supply chains can be integrated with green industrial marketing in building greener organizations and industrial brands is still unclear. For example, how industrial organizations can make use of both supply chain sustainability and green industrial marketing to create a competitive edge in the marketplace and along the supply chain network is not well formulated. From operations and supply chain side, for example, the reduction of waste (such as operations efficiency, delivery and distribution network), which is the core principle of lean operations, could be considered as a form of sustainability. Advances in information technology can also help to reduce waste (e.g. papers and energy) to a certain extent. A number of other tools such as life cycle assessment, eco-design for cradle-to-cradle product development, etc., are available. However, they are, including lean philosophy, usually not linked to industrial marketing. This is not surprising because the aforementioned tools or techniques are more visible internally than externally. From marketing perspective, for example, although green consumers and consumption have received some attention, little is known on the factors on green B2B marketing and green organizational purchase behaviour. Better understanding on how and why organizations choose green suppliers has significant implications for green B2B marketing. Green industrial branding could be an important industrial marketing effort in conveying the capability of sustainability. However, further development in this regard is needed. In addition, green industrial branding requires green industrial product development. Little is known on the factors on green new industrial product development or how green new industrial products are adopted by organizations. Specifically, we know little of whether and how green supply chain enables green new industrial product development.

In this connection, the objectives of this special issue are to reflect the most recent advances on green industrial marketing, green/sustainable supply chains and their interplay in green industrial branding, and to explore future research directions. Topics of interest include but are not limited to:

- Sustainable strategy and market & brand performances of industrial organizations
- Green B2B branding for industrial products
- Framework of industrial corporate branding
- The relationship between green industrial product development and green supply chain
Green organizational purchase behavior
Green professional services marketing to business organizations
How to measure green brand equity in the B2B context
Impact of green supplier and industrial brands on client brand loyalty
The role of green supply chain in green industrial branding
Institutional factors (e.g. regulation, policy, international low carbon framework) and green supply chain
Cultural values, green industrial branding and green supply chain
Green international industrial supply chains
Interplay between building a low carbon society and green supply chain management
Interplay between ‘green’ industrial suppliers and buyers
Relationship between green supply chains and corporate social/environmental responsibility
Diffusion of sustainable and energy-efficient technology to industrial organizations
Reverse logistics and closed loop supply chains in the industrial marketplace
The role of information systems, human resource management, and other management disciplines in green/sustainable supply chain and green industrial branding
Legal and ethic issues of green marketing and the supply channel

In particular, we seek original contributions on successful real-life applications and empirical research of sustainable or green supply chains and the impacts on marketing theory in industrial and business-to-business markets. Conceptual papers or other related topics, supported by strong theoretical background, are also welcome.

Manuscript Preparation and Submission
Manuscripts should comply with the scope, standards, format and editorial policy of the Industrial Marketing Management. Manuscripts should be submitted as an e-mail attachment with a single MSWord file containing the complete manuscript (Title, text, figures, tables, appendices, references) to the guest editors with a copy to plaplaca@journalimm.com. All papers will be reviewed through a double-blind peer review process. In preparation of their manuscripts, authors are asked to follow the Author Guidelines closely. A guide for authors, sample articles and other relevant information for submitting papers are available at: [http://www.elsevier.com/locate/indmarman](http://www.elsevier.com/locate/indmarman)

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