

# GREEN MARKETING

## SCOPE

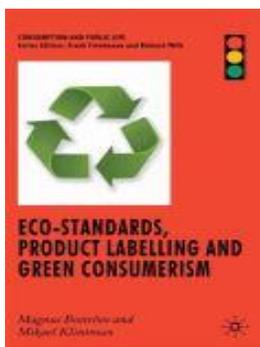
Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability.

Examples of green marketing include advertising the reduced emissions associated with a product's manufacturing process, or the use of post-consumer recycled materials for a product's packaging. Some companies also may market themselves as being environmentally conscious companies by donating a portion of their sales proceeds to environmental initiatives, such as tree planting.

When a company's green marketing activities are not substantiated by significant investments or operational changes, they may be criticized for false or misleading advertising. This practice is also sometimes referred to as greenwashing. *[Source: investopedia.com]*

Businesses benefit from green marketing wherein general trends of transparency, connectivity, and increased awareness of sustainability issues add to the overall value of marketing messages. Sustainability-oriented goods and services are becoming expected and demanded in a world more openly involved with environmental concerns. Trends accentuating sustainability as a valued business strategy may also expose companies accused of "greenwashing", or attempting to make themselves appear green while not conforming to green standards. For these companies that participate in green-washing, consumer backlash is the best deterrent. Businesses should incorporate actual green programming, rather than compromise brand value and consumer confidence. Currently, green marketing can be an excellent opportunity to gain market footholds and expand your consumer base. In the future, green marketing will be a necessary aspect of the business world. Exemplary of green marketing and sustainable business concepts, Whole Foods Market has enjoyed double-digit growth in an otherwise flat grocery market.

As an end result, sustainability and green trends are not flashes in the pan. They are palpable and have the wherewithal to withstand shifting consumer interests. Most importantly, green marketing and the incorporation of sustainability within a business model allows for market adaptation and effective capturing of the consumer audience. *[Source: duq.edu]*



### **Eco-standards, product labelling and green consumerism (2011)**

Bostrom, Magnus, Mikael Klintman

CO-CA HF 5413 .B67 2011

Located in Fr Jose T Bacatan SJ Library - Circulation Section

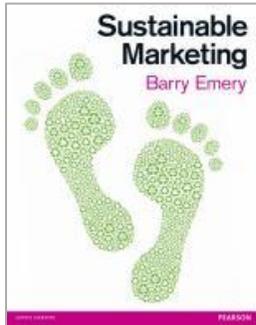
This book explores green and politically engaged consumersim, asking the question: does green labelling offer ways toward a greener and more democratic society?

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---



## **Sustainable marketing (2012)**

Emery, Barry

CO-CA HF 5413 E44 2012

Located in Fr Jose T Bacatan SJ Library - Circulation Section

Sustainable Marketing' collects chapters on: marketing in the ethical environment, consumer behaviour, changing behaviour, segmentation, pricing, supply and distribution, among many other topics.

## **Is green marketing an oxymoron: a holistic viewpoint (2021)**

Izagirre-Olaizola, Julen

Trames, vol. 25, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Understanding environmental awareness through green marketing: an empirical study using Q Methodology (2021)**

Lajevardi, Samane, Mohammad Javad Bakhtiarty, and Banafshe Hesari

Iranian Journal of Management Studies, vol. 14, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Effects of green marketing on green purchase intentions (2019)**

The Dialogue, vol. 14, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Studying the effect of green marketing mix on market share increase (2013)**

Abzari, Mehdi [and three others]

Advances in Environmental Biology, vol. 7, issue 10 S1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green marketing strategies: an examination of stakeholders and the opportunities they present (2011)**

Cronin, J. Joseph, Jr. [and four others]

Journal of the Academy of Marketing Science, vol. 39, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **A green inventory model with the effect of carbon taxation (2022)**

Paul, Asim [and four others]

Annals of Operations Research, vol. 309, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **A Study on women consumers' attitudes towards green marketing (2020)**

Santhosh, V., Raghavendra Babu

Journal of International Women's Studies, vol. 21, issue 5

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **"Green Pack" in function of green marketing as a form of social responsibility in Serbia (2013)**

Raletic, Sasa, Dragana Beljanski

Journal of Economic Development, Environment and People, vol. 2, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Effects of green marketing strategy on firm financial performance. The moderating role of government policy (2019)**

Eneizan, Bilal M. [and four others]

Business and Economic Horizons, vol. 15, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The impact of reusable tableware packaging combined with environmental propaganda on consumer behaviour in online retail (2022)**

Gu, Chao [and others]

PLoS ONE (Vol. 17, Issue 3)

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green marketing-its application, scope and future in India (2017)**

Mohanty, Vikashita, Sasmita Nayak

Indian Journal of Scientific Research

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Customer trust through green corporate image, green marketing strategy, and social responsibility: a case study (2019)**

Widyastuti, Sri [and three others]

European Research Studies, vol. 22, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The Challenges of green marketing communication: effective communication to environmentally conscious but skeptical consumers (2020)**

Carmen Grebmer, Carmen, Sarah Diefenbach

Designs, vol. 4, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green marketing and sustainable development--experiences from Republic of Serbia (2012)**

Radnovic, Branislav, Milena Ilic, Zoran D. Zivkovic

Journal of Economic Development, Environment and People, vol. 1, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Green marketing goes negative: the advent of reverse greenwashing (2013)**

Lane, Eric L.

Intellectual Property & Technology Law Journal, vol. 25, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green marketing management (2012)**

Reference & Research Book News, vol. 27, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The effect of green partnerships on firm value (2017)**

Sadovnikova, Anna, Ashish Pujari

Journal of the Academy of Marketing Science, vol. 45, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green product awareness effect on green purchase intentions of university students': an emerging market's perspective (2021)**

Ansu-Mensah, Peter

Future Business Journal, vol. 7, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Greenwashing no more: the case for stronger regulation of environmental marketing (2020)**

Rotman, Robin M., Chloe J. Gossett, And Hope D. Goldman

Administrative Law Review, vol. 72, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Communicating green marketing appeals effectively: the role of consumers' motivational orientation to promotion versus prevention (2012)**

Hsuan-Hsuan Ku

Journal of Advertising, vol. 41, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Nature's keepers? Constructing women's environmentalism in green marketing (2015)**

Okopny, Cara

Reconstruction: Studies in Contemporary Culture, vol. 15, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **An application of brand personality to green consumers: a thematic analysis (2016)**

Acharya, Anitha, Manish Gupta

The Qualitative Report, vol. 21, issue 8

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**The Influence of green brand affect on green purchase intentions: the mediation effects of green brand associations and green brand attitude (2020)**

Yu-Shan Chen [and three others]

International Journal of Environmental Research and Public Health, vol. 17, issue 11

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**An analysis of the green response of consumers to the environmentally friendly behaviour of corporations (2015)**

Kordshouli, Habibollah Ranaei, Abolghasem Ebrahimi, Ahmad Allahyari Bouzanjani

Iranian Journal of Management Studies, vol. 8, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**The Effect of green supply chain management practices and competitive advantage on financial performance (2022)**

Hilal, Fadhel

International Journal of Business, vol. 27, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**The Role of eco-friendly edible insect restaurants in the field of sustainable tourism (2020)**

Hwang, Jinsoo, Hyunjoon Kim, Ja Young Choe

International Journal of Environmental Research and Public Health, vol. 17, issue 11

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Effect of marketing information on purchase intention for proenvironmental products in China (2018)**

Yang Li

Social Behavior and Personality: An International Journal, vol. 46, issue 7

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Encouraging green purchase behaviours of Hong Kong consumers (2015)**

Mark, Ng, Monica Law

Asian Journal of Business Research, vol. 5, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Examining the role of environmental corporate social responsibility in building green corporate image and green competitive advantage (2021)**

Alam, S. M. Shafiul, K. M. Zahidul Islam

International Journal of Corporate Social Responsibility, vol. 6, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Green eco-seals and advertising persuasion (2012)**

Bickart, Barbara A., Julie A. Ruth

Journal of Advertising, vol. 41, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Defining green: the next paradigm in management (2012)**

Askar, Mohamed O., Arvid C. Johnson, Syed A. Imam  
International Journal of Business and Public Administration, vol. 9, issue 2  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Factors affecting skepticism toward green advertising (2012)**

do Paco, Arminda Maria Finisterra, Rosa Reis  
Journal of Advertising, vol. 41, issue 4  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Coffee-infused coke? Yes please! (2019)**

Maamoun, Ahmed  
Global Journal of Business Pedagogy, vol. 3, issue 2  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green business practices for software development companies: an explorative text analysis of business sustainability reports (2015)**

Sambhanthan, Arunasalam, Vidyasagar Potdar  
International Journal of Enterprise Information Systems, vol. 11, issue 3  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green employee empowerment and green physical evidence: the green service strategy to enhance firm performance (2017)**

Tiong, Ying Ying [and three others]  
Asian Journal of Business Research, vol. 7, issue 2  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Religiosity and ecologically conscious consumption behaviour (2015)**

Islam, Tajamul, Uma Chandrasekaran  
Asian Journal of Business Research, vol. 5, issue 2  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Behind the green label (2014)**

James d'Entremont  
Trial, vol. 50, issue 11  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Sustainable marketing and corporate sustainability performance: moderating role of organization size (2018)**

Daud, Salina, Maryam Jamilah Asha'ari  
Global Business and Management Research: An International Journal, vol. 10, issue 2  
Available in eLibraryUSA (Gale Academic OneFile) E-articles

# GREEN MARKETING

---

**Green is good-the impact of information nudges on the selection of voluntary green-power plans (2022)**

Eric Cardella, Eric, Bradley T. Ewing, Ryan B. Williams

The Energy Journal, vol. 43, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Feeling ambivalent about going green: implications for green advertising processing (2011)**

Chang, Chingching

Journal of Advertising, vol. 40, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Environmental regulation, environmental responsibility, and green technology innovation: empirical research from China (2021)**

Wang, Yuanyang [and four others]

PLoS ONE, vol. 16, issue 9

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Role of connectedness to nature and perceived environmental responsibility on green purchase behaviour (2020)**

Jaiswal, Jayshree, Seema Bihari

Asian Journal of Business Research, vol. 10, issue 3

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**If you blog, will they follow? using online media to set the agenda for consumer concerns on "Greenwashed" environmental claims (2014)**

Fernando, Angeline Gautami, L. Suganthi, Bharadhwaj Sivakumaran

Journal of Advertising, vol. 43, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**A Study on greenish pattern of Indian consumers with special reference to their plastic bag usage behaviour (2021)**

Mohan, G. Madan , M. Prabhu, Nabaz Nawzad Abdullah

Business: Theory and Practice, vol. 22, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

**Green city branding or achieving sustainable urban development? Reflections of two winning cities of the European Green Capital Award: Stockholm and Hamburg (2020)**

Demaziere, Christophe

Town Planning Review, vol. 91, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **A Study of factors influencing consumer's purchase intention toward green vehicles: evidence from Malaysia (2017)**

Yong, Ng Lee [and three others]

Global Business and Management Research: An International Journal, vol. 9, issue 4 SI

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Solar Bait: how U.S. States attract solar investments from large corporations (2020)**

Cohen, Jed J., Levan Elbakidze, Randall Jackson

The Energy Journal, vol. 41, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The effectiveness of benefit type and price endings in green advertising (2012)**

Royne, Marla B. [and three others]

Journal of Advertising, vol. 41, issue 4

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Exploring the relationship of green packaging design with consumers' green trust, and green brand attachment (2019)**

Yang, Yi-Chun, Xin Zhao

Social Behavior and Personality: An International Journal, vol. 47, issue 8

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green surveys or green people? Measuring environmental attitudes is not affected by the color of the questionnaire (2014)**

Muller, Christoph

Journal of Articles in Support of the Null Hypothesis, vol. 10, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The long path to achieving green economy performance for micro small medium enterprise (2022)**

Astadi, Pangarso [and four others]

Journal of Innovation and Entrepreneurship, vol. 11, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Reimagining marketing strategy: driving the debate on grand challenges (2022)**

Ruyter, Ko de [and five others]

Journal of the Academy of Marketing Science, vol. 50, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Effects of celebrity endorsement, promotional activities, packaging of products, and brand image, on green consumer buying behaviour (2020)**

Waqas, Muhammad

Paradigms, vol. 14, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Is Twitter the new FTC and EPA? Publicized private action as the anti-greenwashing mechanism in modern society (2021)**

Fischer, Claire

Georgetown Environmental Law Review, vol. 33, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **The Influence of perceived quality on consumers to purchase organic or conventional tomatoes (2018)**

Eckert, Scott Grant

International Journal of Business, Marketing, and Decision Sciences, vol. 11, issue 1

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Closing the green gap: the impact of environmental commitment and advertising believability (2016)**

Kim, Yeonshin [and three others]

Social Behavior and Personality: An International Journal, vol. 44, issue 2

Available in eLibraryUSA (Gale Academic OneFile) E-articles

## **Green claims and message frames: how green new products change brand attitude (2014)**

Olsen, Mitchell C., Rebecca J. Slotegraaf, Sandeep R. Chandukala

Journal of Marketing, vol. 78, no. 5, pp. 119-137

Available in eLibraryUSA (JSTOR) E-articles

## **Greenwash and green trust: the mediation effects of green consumer confusion and green perceived risk (2013)**

Chen, Yu-Shan, Ching-Hsun Chang

Journal of Business Ethics, vol. 114, no. 3, pp. 489-500

Available in eLibraryUSA (JSTOR) E-articles

## **Exploring the gap between consumers' green rhetoric and purchasing behaviour (2015)**

Johnstone, Micael-Lee, Lay Peng Tan

Journal of Business Ethics, vol. 132, no. 2, pp. 311-328

Available in eLibraryUSA (JSTOR) E-articles

## **Perceived greenwashing: the interactive effects of green advertising and corporate environmental performance on consumer reactions (2014)**

Nyilasy, Gergely, Harsha Gangadharbatla, Angela Paladino

Journal of Business Ethics, vol. 125, no. 4, pp. 693-707

Available in eLibraryUSA (JSTOR) E-articles

## **Eco-product choice cuts both ways: how proenvironmental licensing versus reinforcement is contingent on environmental consciousness (2017)**

Garvey, Aaron M., Lisa E. Bolton

Journal of Public Policy & Marketing, vol. 36, no. 2, pp. 284-298

Available in eLibraryUSA (JSTOR) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **The Intersection of sustainability, marketing, and public policy: introduction to the special section on sustainability (2017)**

Iyer, Easwar S., Rebecca Walker Reczek  
Journal of Public Policy & Marketing, vol. 36, no. 2, pp. 246-254  
Available in eLibraryUSA (JSTOR)) E-articles

## **What makes it green? The role of centrality of green attributes in evaluations of the greenness of products (2015)**

Gershoff, Andrew D., Judy K. Frels  
Journal of Marketing, vol. 79, no. 1, pp. 97-110  
Available in eLibraryUSA (JSTOR)) E-articles

## **Double standard: the role of environmental consciousness in green product usage (2012)**

Lin, Ying-Ching, Chiu-chi Angela Chang  
Journal of Marketing, vol. 76, no. 5, pp. 125-134  
Available in eLibraryUSA (JSTOR)) E-articles

## **Seeing the world through GREEN-tinted glasses: green consumption values and responses to environmentally friendly products (2014)**

Haws, Kelly L., Karen Page Winterich, Rebecca Walker Naylor  
Journal of Consumer Psychology, vol. 24, no. 3, pp. 336-354  
Available in eLibraryUSA (JSTOR)) E-articles

## **Antecedents and consequences of an eco-friendly export marketing strategy: the moderating role of foreign public concern and competitive intensity (2013)**

Leonidou, Leonidas C. [and three others]  
Journal of International Marketing, vol. 21, no. 3, pp. 22-46  
Available in eLibraryUSA (JSTOR)) E-articles

## **Green marketing goes negative: the advent of reverse greenwashing (2012)**

Lane, Eric L.  
European Journal of Risk Regulation, vol. 3, no. 4, pp. 582-588  
Available in eLibraryUSA (JSTOR)) E-articles

## **Salads, safety and speech under a National Leafy Greens Marketing Agreement (2012)**

Cain, Rita Marie  
Food and Drug Law Journal, vol. 67, no. 3, pp. 311-336  
Available in eLibraryUSA (JSTOR)) E-articles

## **Investigating the types of value and cost of green brands: proposition of a conceptual framework (2013)**

Papista, Erifili, Athanasios Krystallis  
Journal of Business Ethics, vol. 115, no. 1, pp. 75-92  
Available in eLibraryUSA (JSTOR)) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>  
Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**A Path analysis of greenwashing in a trust crisis among Chinese energy companies: the role of brand legitimacy and brand loyalty (2017)**

Guo, Rui [and three others]

Journal of Business Ethics, vol. 140, no. 3, pp. 523-536

Available in eLibraryUSA (JSTOR)) E-articles

**Green products and green marketing: factors affecting consumers' purchases of green products (2013)**

Donikini, Rajyalaxmi

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Essays on green markets and green marketing (2013)**

Lim, Kyung Jin

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**A three-fold study of multi-dimensional models of green marketing capabilities (gmc) for the enhancement of green competitive advantage and superior performance: the insights into strategic-behaviour and strategic-gmc-fit (2016)**

Siepong, Angsaya

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Factors influencing the firm adoption of green marketing strategies: a marketers' perspective (2016)**

Isdale, Dawn

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Market assessment of battery-operated two-wheelers: issues and implications for green marketing (2015)**

Trivedi, Mrudula

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Environmental marketing in the airline sector: an evaluation of market segments, green image and eco-positioning (2013)**

Mayer, Robert

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Green product marketing strategy: a study (2016)**

Ramgir, Harsh

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Development of consumer behaviour model for green product marketing (2013)**

Jain, Sangeeta

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Strategies for implementing advertisements in the green industry (2017)**

Castle, Ashley Deal

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **Understanding green consumption: an in-depth investigation of what influences Thai consumers to purchase green products (2014)**

Posri, Witchuda

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Perceived believability of televised green advertising (2013)**

Warren, Linda M.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Green beauty: going 'green' with personal care products in 21st century American culture (2014)**

Kotschwar, Stacie Ann

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Branding environmentalism for TV: the rise and fall of planet green (2015)**

Zimmerman, Heidi Margaret

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **The effectiveness of various green print advertising strategies for budget and luxury hotel segments (2013)**

Sahin, Safak

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **A Study of the impact of social marketing on customer satisfaction (2016)**

Patil, Ajay

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **Green innovative strategies construction business leaders implement to increase organizational performance (2020)**

O'Mard, Janelle S.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **The Impact of Environmental Product Declarations (EPDS) on green bio-composite strategic marketing (2021)**

Abu Kassim, M.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **The Role of beliefs in purchase decisions: a look at green purchase behavior and altruism (2014)**

Ryan, Tanya A.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Exploring eco-friendly strategies in early learning businesses (2021)**

Smith, Henry Lee, II.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **Are green products affordable for low-income ethnic consumers? (2018)**

Conway-Branch, Carolyn P.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Sharing the caring: understanding determinants and consequences of shared social responsibility (2013)**

Shifren, Rena

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **A Multi-theory approach to understanding anti-consumption for environmental sustainability (2021)**

Kim, Jaisang

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **All or nothing: an investigation of the interconnection between social and environmental sustainability (20218)**

Waites, Stacie F.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **How satisfied is a green consumer?: case study of the bam and boo (2019)**

Fernandes, Maria Madeira Martins

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **They look alive! Consumer evaluations of anthropomorphised green products (2021)**

Rashed, Abdullah Saad

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Determinants of green purchase intentions of Saudi consumers (2020)**

Kaadoor, Amani Mohammed

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

## **Of morals and scents: how consumers' physical sensation of cleanliness affects their evaluations of green products (2015)**

Hsu, Jen-Hsien.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

## **Motivation and behaviour in green consumerism: empirical evidence from China (2016)**

Jin, Hui

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**Do co-created green products have higher consumers' trust than traditionally developed new green products? (2021)**

Vasconcelos, Mariana Lacerda

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Exploring customers' perceptions toward green restaurants using user-generated content (2019)**

Park, Eunhye

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Understanding the communicative environmental role of eco-labels through the application of reception theory (2021)**

Mariam, Majd

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**The influence of values and attitudes on green consumer behavioral intentions: An empirical examination of three green products (2014)**

Rahman, Imran

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Exploring consumers' experiences with corporate greenwashing (2015)**

Wood, Mark Emerson, Jr.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Intrinsic and extrinsic factors that influence consumers' intention and purchase behavior: the case of eco-labeled dairy products (2020)**

Gonzalez, Daniel Antonio Herrera

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Green supply chain management for competitive advantage (2021)**

Malti, Jamila N.

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Fighting against greenwashing: a mobile app for product transparency (2018)**

Kozhushna, Nataliya

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Perceptions of Indian manufacturing Sme employers on adopting green supply chain management practices (2018)**

Dhillon, Manpreet Kaur

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**A Roadmap to mindful consumption through informative labeling practices: the effects of sustainability disclosure formats on consumer product evaluations (2013)**

Cho, Yoon-Na

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation/Thesis

**Greenwashing and third-party certifications in the fashion context: examining the moderating role of third-party certifications between well-known brands' involvement in greenwashing schemes and consumers' brand valuations (2021)**

Pereira, Inês Ventura Nunes

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Innovation, green labels, and consumer preferences (2020)**

Garrido-Garcia, Maria Dolores

Available in eLibraryUSA (ProQuest Dissertations & Theses Global) Dissertation

**Strategic green marketing and cross-border merger and acquisition completion: The role of corporate social responsibility and green patent development (2022)**

Gao, Quilling [and four others]

Journal of Cleaner Production, vol. 343, issue 1

Available in Science Direct E-articles

**A weighted fuzzy approach for green marketing risk assessment: Empirical evidence from dairy industry (2021)**

Azadnia, Amir Hossein [and three others]

Journal of Cleaner Production, vol. 327, issue 10

Available in Science Direct E-articles

**Effects of government subsidies on green technology investment and green marketing coordination of supply chain under the cap-and-trade mechanism (2021)**

Li, Zhimin [and four others]

Energy Economics, vol. 101

Available in Science Direct E-articles

**Green marketing in supermarkets: conventional and digitized marketing alternatives to reduce waste (2021)**

Gustavo, Jorge Ubirajara, Jr. [and eight others]

Journal of Cleaner Production, vol. 296, issue 10

Available in Science Direct E-articles

**How green product demands influence industrial buyer/seller relationships, knowledge, and marketing dynamic capabilities (2021)**

Dahlquist, Steven H.

Journal of Business Research, vol. 136, pp. 402-413

Available in Science Direct E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective (2020)**

Tsai, Pei-Hsuan [and five others]

Journal of Retailing and Consumer Services, vol. 56

Available in Science Direct E-articles

**Attentional and emotional brain response to message framing in context of green marketing (2020)**

Zubair, Muhammad

Heliyon, vol. 6, issue 9

Available in Science Direct E-articles

**Applying a multiple criteria decision-making approach to establishing green marketing audit criteria (2019)**

Chen, Hui-Chiao, Chih-HaoYang

Journal of Cleaner Production, vol. 210, issue 10, pp. 256-265

Available in Science Direct E-articles

**The interplay of strategic and internal green marketing orientation on competitive advantage (2019)**

Papadas, Karolos-Konstantinos [and three others]

Journal of Business Research, vol. 104, pp. 632-643

Available in Science Direct E-articles

**How green marketing, perceived motives and incentives influence behavioral intentions (2019)**

Chang, Kuo-Chien [and three others]

Journal of Retailing and Consumer Services, vol. 49, pp. 336-345

Available in Science Direct E-articles

**Green marketing orientation: conceptualization, scale development and validation (2017)**

Papadas, Karolos-Konstantinos, George J. Avlonitis, Marylyn Carrigan

Journal of Business Research, vol. 80, pp. 236-246

Available in Science Direct E-articles

**The Impact of green marketing strategy on the firm's performance in Malaysia (2015)**

Hasan, Zuhairah, Noor Azman Ali

Procedia - Social and Behavioral Sciences, vol. 172, issue 27, pp. 463-470

Available in Science Direct E-articles

**How green marketing works: practices, materialities, and images (2015)**

Fuentes, Christian

Scandinavian Journal of Management, vol. 31, issue 2, pp. 192-205

Available in Science Direct E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Green marketing and green brand – the Toyota case (2017)**

Simão, Lidia, Ana Lisboa

Procedia Manufacturing, vol. 12, pp. 183-194

Available in Science Direct E-articles

## **Managing green marketing: Hong Kong hotel managers' perspective (2013)**

Chan, Eric S. W.

International Journal of Hospitality Management, vol. 34, pp. 442-461

Available in Science Direct E-articles

## **The Awareness and implementation of green concepts in marketing mix: a case of Malaysia (2016)**

Osman, Abdullah

Procedia Economics and Finance, vol. 35, pp. 428-433

Available in Science Direct E-articles

## **Green marketing and its impact on supply chain management in industrial markets (2012)**

Chan, Hing Kai, Hongwei He, William Y. C. Wang

Industrial Marketing Management, vol. 41, Issue 4, pp. 557-562

Available in Science Direct E-articles

## **Green marketing' functions in building corporate image in the retail setting (2013)**

Ko, Eunju, Yoo KyungHwang, Eun Young Kim

Journal of Business Research, vol. 66, issue 10, pp. 1709-1715

Available in Science Direct E-articles

## **A hub-and-spoke model for multi-dimensional integration of green marketing and sustainable supply chain management (2012)**

Liu, Shaofeng, Dulekha Kasturiratne, Jonathan Moizer

Industrial Marketing Management, vol. 41, issue 4, pp. 581-588

Available in Science Direct E-articles

## **The effects of environmental focus and program timing on green marketing performance and the moderating role of resource commitment (2014)**

Richey, Robert Glenn, Jr. [and three others]

Industrial Marketing Management, vol. 43, issue 7, pp. 1246-1257

Available in Science Direct E-articles

## **Resource-constrained product development: implications for green marketing and green supply chains (2012)**

Sharma, Arun, Gopalkrishnan R. Iyer

Industrial Marketing Management, vol. 41, issue 4, pp. 599-608

Available in Science Direct E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Fair sharing and eco-efficiency in green responsibility and green marketing policy (2019)**

Chen, Yenming J., Tsung-Hui Chen

International Journal of Production Economics, vol. 217, pp. 232-245

Available in Science Direct E-articles

## **Marketing a new generation of bio-plastics products for a circular economy: the role of green self-identity, self-congruity, and perceived value (2019)**

Confente, Ilenia, Daniele Scarpi, Ivan Russo

Journal of Business Research, vol. 112, pp. 431-439

Available in Science Direct E-articles

## **Understanding the relationship between green approach and marketing innovations tools in the wine sector (2017)**

Fiore, Mariantonietta [and three others]

Journal of Cleaner Production, vol. 142, part 4, pp. 4085-4091

Available in Science Direct E-articles

## **Aligning the sustainable supply chain to green marketing needs: a case study (2014)**

Brindley, Clare, Lynn Oxborrow

Industrial Marketing Management, vol. 43, issue 1, pp. 45-55

Available in Science Direct E-articles

## **Green marketing tools for fruit growers associated groups: application of the Life Cycle Assessment (LCA) for strawberries and berry fruits ecobranding in northern Italy (2015)**

Peano, Cristiana [and three others]

Journal of Cleaner Production, vol. 104, pp. 59-67

Available in Science Direct E-articles

## **A digitally enabled circular economy for mitigating food waste: Understanding innovative marketing strategies in the context of an emerging economy (2021)**

Souza, Michelele [and six others]

Technological Forecasting and Social Change, vol. 173

Available in Science Direct E-articles

## **Angular or rounded? The effect of the shape of green brand logos on consumer perception (2021)**

Meiting, Liu, Wei Hua

Journal of Cleaner Production, Volume 279

Available in Science Direct E-articles

## **Nanoinfluencer marketing: how message features affect credibility and behavioral intentions (2021)**

Balaji, M. S., Yangyang Jiang, Subhash Jha

Journal of Business Research, vol. 136, pp. 293-304

Available in Science Direct E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **The moderating influence of environmental consciousness and recycling intentions on green purchase behaviour (2019)**

Kautish, Pradeep, Justin Paul, Rajesh Sharma  
Journal of Cleaner Production, vol. 228, pp. 1425-1436  
Available in Science Direct E-articles

## **The effectiveness of green advertising in the convention industry: an application of a dual coding approach and the norm activation model (2019)**

Kim, Woo-Hyuk, Kristin Malek, Kevin R. Roberts  
Journal of Hospitality and Tourism Management, vol. 39, pp. 185-192  
Available in Science Direct E-articles

## **The impact of advertising creativity, warning-based appeals and green dispositions on the attentional effectiveness of environmental advertisements (2020)**

Shen, Wangbing [and six others]  
Journal of Cleaner Production, vol. 271  
Available in Science Direct E-articles

## **Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing (2020)**

Martínez, Marta Pagán [and eight others]  
Journal of Cleaner Production, vol. 242  
Available in Science Direct E-articles

## **Platform-led green advertising: promote the best or promote by performance (2019)**

Du, Shaofu [and three others]  
Transportation Research Part E: Logistics and Transportation Review, vol. 128, pp. 115-131  
Available in Science Direct E-articles

## **Green marketing practices and issues: a comparative study of selected firms in Indonesia and Philippines (2019)**

Patsula, Andrey V. [and six others]  
EurAsian Journal of Biosciences, vol. 13 issue 2, pp. 1683-1690  
Available in EBSCO (Academic Search Complete) E-articles

## **Production of green surfactants: market prospects (2021)**

Farias, Charles Bronzo B. [and eight others]  
Electronic Journal of Biotechnology, vol. 51, pp. 28-39  
Available in EBSCO (Academic Search Complete) E-articles

## **Eco-labels: a tool for green marketing or just a blind mirror for consumers (2019)**

Sharma, Nagendra Kumar, Gyaneshwar Singh Kushwaha  
Electronic Green Journal, vol. 1, issue 42, pp. 56-77  
Available in EBSCO (Academic Search Complete) E-articles  
Search library resources at: <http://210.213.146.180:8080/#section=home>  
Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Research on the stock correlation networks and network entropies in the Chinese green financial market (2021)**

Pan, Zicheng [and three others]

European Physical Journal B -- Condensed Matter, vol. 94, issue 2, pp. 1-11

Available in EBSCO (Academic Search Complete) E-articles

## **Sources of information on awareness and strategic management of green marketing in Southern Senatorial Zone of Cross River State, Nigeria (2018)**

Effiong, Charles [and three others]

Global Journal of Social Sciences, vol. 17, pp. 93-107

Available in EBSCO (Academic Search Complete) E-articles

## **Unbundling of the green bond market in the economic hubs of Africa: case study of Kenya, Nigeria and South Africa (2020)**

Ngwenya, Nomhle, Mulala Danny Simatele

Development Southern Africa, vol. 37, issue 6, pp. 888-903

Available in EBSCO (Academic Search Complete) E-articles

## **Joint green marketing decision-making of green supply chain considering power structure and corporates social responsibility (2021)**

Huang, Jialiang [and six others]

Entropy, vol. 23, issue 5, pp. 564

Available in EBSCO (Academic Search Complete) E-articles

## **Pricing ethics in the foreign exchange market: Environmental, Social and Governance ratings and currency premia (2021)**

Filippou, Ilias, Mark P. Taylor

Journal of Economic Behavior & Organization, vol. 191, pp. 66-77

Available in EBSCO (Academic Search Complete) E-articles

## **Green marketing as a recent attitude to achieve sustainable development (2017)**

Soha, M. El-Deep, Ahmed A. El-Sayd

Arab Universities Journal of Agricultural Sciences, vol. 25, issue 1, pp. 137-144

Available in EBSCO (Academic Search Complete) E-articles

## **Green supply chain management and green marketing strategy on green purchase intention: SMEs cases (2020)**

Sugandini, Dyah [and four others]

Journal of Industrial Engineering & Management, vol. 13, issue 1, pp. 79-92

Available in EBSCO (Academic Search Complete) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Green marketing: a study of consumer perception and preferences in India (2013)**

Bhatia, Mayank, Amit Jain

Electronic Green Journal, vol. 1, issue 36, pp. 1-19

Available in EBSCO (Academic Search Complete) E-articles

## **A weighted fuzzy approach for green marketing risk assessment: empirical evidence from dairy industry (2021)**

Azadnia, Amir Hossein [and three others]

Journal of Cleaner Production, vol. 327

Available in EBSCO (Academic Search Complete) E-articles

## **Synchronization of green marketing communication: a strategic approach (2013)**

Saha, Ing. Anusua, doc.Ing. Petr Bris

Proceedings of the Multidisciplinary Academic Conference, pp. 1-10.

Available in EBSCO (Academic Search Complete) E-articles

## **Applying a multiple criteria decision-making approach to establishing green marketing audit criteria (2019)**

Chen, Hui-Chiao, Chih-Hao Yang

Journal of Cleaner Production, vol. 210, pp. 256-265

Available in EBSCO (Academic Search Complete) E-articles

## **System approach to organic producers' marketing activities based on the sustainable development concept (2021)**

Bezus, Roman, Lilia Golovko

Bulgarian Journal of Agricultural Science, vol. 27, issue 1, pp. 88-96

Available in EBSCO (Academic Search Complete) E-articles

## **Countering abuse in EU environmental markets: the case for integrated operational safeguards (2017)**

Kaime, Thoko

Review of European Comparative & International Environmental Law, vol. 26, issue 1, pp. 69-79

Available in EBSCO (Academic Search Complete) E-articles

## **The Implementation of green marketing tools in rural tourism: the readiness of tourists? (2018)**

Chin, Chee-Hua, Chee-Ling Chin, Winnie Poh-Ming Wong

Journal of Hospitality Marketing & Management, vol. 27, issue 3, pp. 261-280

Available in EBSCO (Academic Search Complete) E-articles

## **Green marketing consumer-level theory review: a compendium of applied theories and further research directions (2018)**

Groening, Christopher, Joseph Sarkis, Qingyun Zhu

Journal of Cleaner Production, vol. 172, pp. 1848-1866

Available in EBSCO (Academic Search Complete) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **The Limitations and potentialities of green marketing (2015)**

Wymer, Walter, Michael Jay Polonsky

Journal of Nonprofit & Public Sector Marketing, vol. 27, issue 3, pp. 239-262

Available in EBSCO (Academic Search Complete) E-articles

## **The Importance of green marketing for the future businesses (2015)**

CAPRITA, Diana

Competitiveness of Agro - Food & Environmental Economy, pp. 242-254

Available in EBSCO (Academic Search Complete) E-articles

## **Determinants of consumers' purchase intentions of organic vegetables: some insights from Malaysia (2018)**

Mohd Suki, Norazah

Journal of Food Products Marketing, vol. 24, issue 4, pp. 392-412

Available in EBSCO (Academic Search Complete) E-articles

## **Segmenting green consumers in the United States: implications for green marketing (2014)**

Park, Jin Seong, Jinhee Lee

Journal of Promotion Management, vol. 20, issue 5, pp. 571-589

Available in EBSCO (Academic Search Complete) E-articles

## **German solar power generation data mining and prediction with transparent open box learning network integrating weather, environmental and market variables (2019)**

Wood, David A.

Energy Conversion & Management, vol. 196, pp. 354-369

Available in EBSCO (Academic Search Complete) E-articles

## **Marketing strategy of marine green tourism (2020)**

Shen, Zhongqi

Journal of Coastal Research, Supplement, vol. 112, pp. 59-62

Available in EBSCO (Academic Search Complete) E-articles

## **When do people exploit moral wiggle room? an experimental analysis of information avoidance in a market setup (2020)**

Momsen, Katharina, Markus Ohndorf

Ecological Economics, vol. 169

Available in EBSCO (Academic Search Complete) E-articles

## **The Complex impact of relational embeddedness on enterprise value: the moderating effect of environmental dynamics (2021)**

Zhang, Hui

Discrete Dynamics in Nature & Society, p1-13

Available in EBSCO (Academic Search Complete) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Understanding the relationship between different facets of materialism and attitude toward green products (2020)**

Sreen, Naman, Shankar Purbey, Pradip Sadarangani  
Journal of Global Marketing, vol. 33, issue 5, pp. 396-416  
Available in EBSCO (Academic Search Complete) E-articles

## **Closing the green gap: the impact of environmental commitment and advertising believability (2016)**

Kim, Yeonshin [and three others]  
Social Behavior & Personality: an international journal, vol. 44, issue 2, pp. 339-351  
Available in EBSCO (Academic Search Complete) E-articles

## **The influence of environmental identity labeling on the uptake of pro-environmental behaviors (2019)**

Eby, Brianne, Amanda R. Carrico, Heather Barnes Truelove  
Climatic Change, vol. 155, issue 4, pp. 563-580  
Available in EBSCO (Academic Search Complete) E-articles

## **A Public sector marketing model to measure the social and environmental values of public strategies: an empirical study on a green public service (2016)**

Boenigk, Silke, Mareike Möhlmann,  
Journal of Nonprofit & Public Sector Marketing, vol. 28, issue 2, pp. 85-104  
Available in EBSCO (Academic Search Complete) E-articles

## **Young consumer's green purchasing behavior: opportunities for green marketing (2018)**

Uddin, S. M. Fatah, Mohammed Naved Khan  
Journal of Global Marketing, vol. 31, issue 4, pp. 270-281  
Available in EBSCO (Academic Search Complete) E-articles

## **Learning from past mistakes: future regulation to prevent greenwashing (2013)**

Feinstein, Nick  
Boston College Environmental Affairs Law Review, vol. 40, issue 1, pp. 229-257  
Available in EBSCO (Academic Search Complete) E-articles

## **Green washing: an alarming issue (2013)**

Tinne, Wahida Shahan  
ASA University Review, Vol. 7, issue 1, pp. 81-88  
Available in EBSCO (Academic Search Complete) E-articles

## **Beware the slippery language of 'sustainable branding' (2016)**

Lately, Dale  
New Internationalist, Issue 494, pp. 42-43  
Available in EBSCO (Academic Search Complete) E-articles

# GREEN MARKETING

---

## **Can normal narcissism be managed to promote green product purchases? Investigating a counterintuitive proposition (2014)**

Naderi, Iman, David Strutton

Journal of Applied Social Psychology, vol. 44, issue 5, pp. 375-391

Available in EBSCO (Academic Search Complete) E-articles

## **The influence of green marketing strategies on business performance and corporate image in the retail sector (2020)**

Mukonza, Chipso, Ilze Swartz

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 29, issue 3, pp. 838-845

Available in EBSCO (GreenFILE) E-articles

## **Turning corporate environmental ethics into firm performance: the role of green marketing programs (2019)**

Han, Meini [and four others]

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 28, issue 6, pp. 929-938

Available in EBSCO (GreenFILE) E-articles

## **Green marketing mix: a case study of Brazilian retail enterprises (2019)**

Madeira, Adriana Beatriz

Environmental Quality Management, vol. 28, issue 3, p111-116

Available in EBSCO (GreenFILE) E-articles

## **The interplay between renewable portfolio standards and voluntary green power markets in the United States (2021)**

Zhou, Shan, Barry D. Solomon

Renewable Energy: An International Journal, vol. 178, pp. 720-729

Available in EBSCO (GreenFILE) E-articles

## **Green marketing for sustainable development: an industry perspective (2015)**

Garg, Arunesh

Sustainable Development, vol. 23, issue 5, pp. 301-316

Available in EBSCO (GreenFILE) E-articles

## **Green materialities: marketing and the socio-material construction of green products (2014)**

Fuentes, Christian

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 23, issue 2, pp. 105-116

Available in EBSCO (GreenFILE) E-articles

## **An environmental perspective extends market orientation: Green innovation sustainability (2020)**

Wang, Chao Hung

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 29, issue 8, pp. 3123-3134

Available in EBSCO (GreenFILE) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**How do firms achieve sustainability through green innovation under external pressures of environmental regulation and market turbulence? (2020)**

Qiu, Lu, Die Hu, Yu Wang

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 29, issue 6, pp. 2695-2714

Available in EBSCO (GreenFILE) E-articles

**The role of returnee executives in improving green innovation performance of Chinese manufacturing enterprises: Implications for sustainable development strategy (2019)**

Hao, Yingjie [and three others]

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 28, issue 5, pp. 804-818

Available in EBSCO (GreenFILE) E-articles

**How the game changer was generated? An analysis on the legal rules and development of China's green bond market (2020)**

Huang, Tao, Qingyue Yue

International Environmental Agreements: Politics, Law & Economics, vol. 20, issue 1, pp. 85-102

Available in EBSCO (GreenFILE) E-articles

**Sustainable development: The effects of environmental policy disclosure in advertising (2019)**

Chang, Hsiu-Hua, Shin-Hua Tsai, Chun-Chen Huang

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 28, issue 8, pp. 1497-1506

Available in EBSCO (GreenFILE) E-articles

**Sustainability-oriented capabilities for eco-innovation: meeting the regulatory, technology, and market demands (2019)**

Demirel, Pelin, Effie Kesidou

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 28, issue 5, pp. 847-857

Available in EBSCO (GreenFILE) E-articles

**Factors affecting purchase intention and social media publicity of green products: the mediating role of concern for consequences (2018)**

Zahid, Muhammad Mohsin

Corporate Social Responsibility & Environmental Management, vol. 25, issue 3, pp. 225-236

Available in EBSCO (GreenFILE) E-articles

**Doing more with less: building dynamic capabilities for eco-efficiency (2017)**

Kabongo, Jean D., Olivier Boiral

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 26, issue 7, pp. 956-971

Available in EBSCO (GreenFILE) E-articles

**Toward sustainable livelihoods: investigating the drivers of purchase behavior for green products (2017)**

Wei, Chiou-Fong [and three others]

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 26, issue 5, pp. 626-639

Available in EBSCO (GreenFILE) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

**Assessing the potential for consumer-driven renewable energy development in deregulated electricity markets dominated by renewables (2020)**

Ndebele, Tom

Energy Policy, vol. 136

Available in EBSCO (GreenFILE) E-articles

**Assessing the effects of perceived value and satisfaction on customer loyalty: a 'green' perspective (2013)**

Hur, Won-Moo, Yeonshin Kim, Kyungdo Park

Corporate Social Responsibility & Environmental Management, vol. 20, issue 3, pp. 146-156

Available in EBSCO (GreenFILE) E-articles

**The interplay among green brand knowledge, expected eudaimonic well-being and environmental consciousness on green brand purchase intention (2021)**

Zhou, Zhimin [and three others]

Corporate Social Responsibility & Environmental Management, vol. 28, issue 2, pp. 630-639

Available in EBSCO (GreenFILE) E-articles

**The impact of motivation, intention, and contextual factors on green purchasing behavior: new energy vehicles as an example (2021)**

He, Zhengxia [and five others]

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 30, issue 2, pp. 249-1269

Available in EBSCO (GreenFILE) E-articles

**What you see is meaningful: does green advertising change the intentions of consumers to purchase eco-labeled products? (2021)**

Sun, Ying [and three others]

Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 30, issue 1, pp. 694-704

Available in EBSCO (GreenFILE) E-articles

**Are corporate environmental activities to meet sustainable development goals (SDGs) simply greenwashing? An empirical study of environmental management control systems in Vietnamese companies from the stakeholder management perspective (2021)**

Nishitani, Kimitaka [and four others]

Journal of Environmental Management, vol. 296

Available in EBSCO (GreenFILE) E-articles

**Effective green alliances: an analysis of how environmental nongovernmental organizations affect corporate sustainability programs (2019)**

Lee, Maggie Ka Ka

Corporate Social Responsibility & Environmental Management, vol. 26, issue 1, pp. 227-237

Available in EBSCO (GreenFILE) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Understanding environmental awareness through green marketing: an empirical study using Q-Methodology (2021)**

Lajevardi, Samane, Mohammad Javad Bakhtiarty, Banafshe Hesari  
Iranian Journal of Management Studies, vol. 14, issue 3, pp. 609-628  
Available in EBSCO (Business Source Complete) E-articles

## **Influence of green marketing practice on consumer buying behavior: moderating persuasion of environmental awareness (2021)**

Haq, Fazli, Adil Adnan, Amna Ali  
Journal of Managerial Sciences, vol. 15, pp. 119-13  
Available in EBSCO (Business Source Complete) E-articles

## **Green branding initiatives of Patanjali Hair Care Products in the Guwahati Market: a study (2021)**

Sitola, Dipti; Choudhury, Smritishikha  
IUP Journal of Brand Management, vol. 18, issue 3, pp. 29-44  
Available in EBSCO (Business Source Complete) E-articles

## **What do we mean by sustainability marketing? (2019)**

Kemper, Joya A., Paul W. Ballantine  
Journal of Marketing Management, vol. 35, issue 3/4, pp. 277-309  
Available in EBSCO (Business Source Complete) E-articles

## **Does buyer-seller personality match enhance impulsive buying? a green marketing context (2020)**

Wang, Xuhui [and four others]  
Journal of Marketing Theory & Practice, vol. 28, issue 4, pp. 436-446  
Available in EBSCO (Business Source Complete) E-articles

## **Green marketing: an empirical study on Jharkhand context - consumer perception and preferences (2020)**

Sodhi, Savita, Anupam Ghosh  
ANWESH: International Journal of Management & Information Technology, vol. 5, issue 1, pp. 25-43  
Available in EBSCO (Business Source Complete) E-articles

## **The green mate appeal: Men's pro-environmental consumption is an honest signal of commitment to their partner (2021)**

Borau, Sylvie, Leila Elgaaied-Gambier, Camilla Barbarossa  
Psychology & Marketing, vol. 38, issue 2, pp. 266-285  
Available in EBSCO (Business Source Complete) E-articles

## **Signaling green: Investigating signals of expertise and prosocial orientation to enhance consumer trust (2020)**

Waites, Stacie F., Jennifer L. Stevens, Tyler Hancock  
Journal of Consumer Behaviour, vol. 19, issue 6, pp. 632-644  
Available in EBSCO (Business Source Complete) E-articles  
Search library resources at: <http://210.213.146.180:8080/#section=home>  
Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Effects of green marketing strategy on firm financial performance: the moderating role of government policy (2019)**

Eneizan, Bilal M. [and four others]

Business & Economic Horizons, vol. 15, issue 2, pp. 304-324

Available in EBSCO (Business Source Complete) E-articles

## **Green marketing strategies in the dairy sector: consumer-stated preferences for carbon footprint labels (2019)**

Canavari, Maurizio, Silvia Coderoni

Strategic Change, vol. 28, issue 4, pp. 233-240

Available in EBSCO (Business Source Complete) E-articles

## **Consumer perceptions of green marketing claims: an examination of the relationships with type of claim and corporate credibility (2018)**

Musgrove, Carolyn ("Casey") Findley, Pilsik Choi, K. Chris Cox

Services Marketing Quarterly, vol. 39, issue 4, pp. 277-292

Available in EBSCO (Business Source Complete) E-articles

## **The question of 'alternatives' within food and drink markets and marketing: introduction to the special issue (2017)**

Smith Maguire, Jennifer, David J. Watson, John T. Lang

Journal of Marketing Management, vol. 33, issue 7/8, pp. 495-501

Available in EBSCO (Business Source Complete) E-articles

## **The Efficacy of green package cues for mainstream versus Niche Brands: how mainstream green brands can suffer at the shelf (2018)**

Wood, Stacy, Stefanie Robinson, Morgan Poor

Journal of Advertising Research, vol. 58, issue 2, pp. 165-176

Available in EBSCO (Business Source Complete) E-articles

## **Assertive environmental advertising and reactance: differences between South Koreans and Americans (2017)**

Kim, Yeonshin [and four others]

Journal of Advertising, vol. 46, issue 4, pp. 550-564

Available in EBSCO (Business Source Complete) E-articles

## **Application of green scale to understanding US consumer response to green marketing communications (2018)**

Bailey, Ainsworth A. Mishra, Mojisola F. Tihamiyu

Psychology & Marketing, vol. 35, issue 11, pp. 863-875

Available in EBSCO (Business Source Complete) E-articles

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Theorising the emerging green prosumer culture and profiling green prosumers in the green commodities market (2020)**

Perera, Chamila R., Chandana R. Hewege, Cai V. C. Mai  
Journal of Consumer Behaviour, vol. 19, issue 4, pp. 295-313  
Available in EBSCO (Business Source Complete) E-articles

## **Impact of green marketing strategies on consumer purchase behaviour (2017)**

Ranjan, Rajeev Kumar, Rohit Kushwaha  
Review of Management, vol. 7, issue 3/4, pp. 9-22  
Available in EBSCO (Business Source Complete) E-articles

## **How do firms achieve sustainability through green innovation under external pressures of environmental regulation and market turbulence? (2020)**

Qiu, Lu, Die Hu, Yu Wang  
Business Strategy & the Environment (John Wiley & Sons, Inc.), vol. 29, issue 6, pp. 2695-2714  
Available in EBSCO (Business Source Complete) E-articles

## **Green marketing cradle-to-cradle: remanufactured products in Asian markets (2018)**

Wang, Pengji, Adrian T. H. Kuah  
Thunderbird International Business Review, vol. 60, issue 5, pp. 783-795  
Available in EBSCO (Business Source Complete) E-articles

## **Critical factors to green marketing strategies implementation of Chinese enterprises (2018)**

Yunluo Shi, Yang Yang  
Journal of Marketing Development & Competitiveness, vol. 12, issue 2, pp. 76-93  
Available in EBSCO (Business Source Complete) E-articles

## **Less is more: is a green demarketing strategy sustainable? (2015)**

Armstrong Soule, Catherine A., Brandon J. Reich  
Journal of Marketing Management, vol. 31, issue 13-14, pp. 1403-1427  
Available in EBSCO (Business Source Complete) E-articles

## **Conspicuous anticonsumption: when green demarketing brands restore symbolic benefits to anticonsumers (2020)**

Sekhon, Tejvir S., Catherine A. Armstrong Soule  
Psychology & Marketing, vol. 37, issue 2, pp. 278-290  
Available in EBSCO (Business Source Complete) E-articles

## **The price of going green: the role of greenness in green bond markets (2020)**

Hyun, Suk, Donghyun Park, Shu Tian  
Accounting & Finance. Mar2020, Vol. 60 Issue 1, p73-95  
Available in EBSCO (Business Source Complete) E-articles

# GREEN MARKETING

---

## **The effect of green marketing strategy on business performance: a study of organic farms in Taiwan (2016)**

Wu, Shwu-Ing, Syuan-Ru Lin

Total Quality Management & Business Excellence, vol. 27, issue 1/2, pp. 141-156

Available in EBSCO (Business Source Complete) E-articles

## **Finding the right shade of green: the effect of advertising appeal type on environmentally friendly consumption (2014)**

Green, Todd, John Peloza

Journal of Advertising, vol. 43, issue 2, pp. 128-141

Available in EBSCO (Business Source Complete) E-article

## **The Skeptical green consumer revisited: testing the relationship between green consumerism and skepticism toward advertising (2014)**

Matthes, Jörg, Anke Wonneberger

Journal of Advertising, vol. 43, issue 2, pp. 115-127

Available in EBSCO (Business Source Complete) E-article

## **Green claims and message frames: how green new products change brand attitude (2014)**

Olsen, Mitchell C., Rebecca J. Slotegraaf, Sandeep R. Chandukala

Journal of Marketing, vol. 78, issue 5, pp. 119-137

Available in EBSCO (Business Source Complete) E-article

## **An evaluation of the role of green marketing and a firm's internal practices for environmental sustainability (2015)**

D'Souza, Clare [and three others]

Journal of Strategic Marketing, vol. 23, issue 7, pp. 600-615

Available in EBSCO (Business Source Complete) E-article

## **The Limitations and potentialities of green marketing (2015)**

Wymer, Walter, Michael Jay Polonsky

Journal of Nonprofit & Public Sector Marketing, vol. 27, issue 3, pp. 239-262

Available in EBSCO (Business Source Complete) E-article

## **Normalising green behaviours: a new approach to sustainability marketing (2012)**

Rettie, Ruth, Kevin Burchell, Debra Riley

Journal of Marketing Management, vol. 28, issue 3-4, pp. 420-444

Available in EBSCO (Business Source Complete) E-article

## **Role & challenges of green marketing and its effect on consumer buying behavior focusing retail outlets with special reference to Lucknow, India (2016)**

Rastogi, Ekta, M. S. Khan

Amity Management Review, vol. 5, issue 1, pp. 53-70

Available in EBSCO (Business Source Complete) E-article

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Measuring consumer understanding and perception of eco-labelling: Item selection and scale validation (2019)**

Taufique, Khan Md Raziuddin [and three others]

International Journal of Consumer Studies, vol. 43, issue 3, pp. 298-314

Available in EBSCO (Business Source Complete) E-article

## **Are they really green: flipping the second side of green marketing coin - a critical analysis using selected cases? (2015)**

Saxena, Sumit

Amity Global Business Review, vol. 10, pp. 110-113

Available in EBSCO (Business Source Complete) E-article

## **Is current way of promoting sustainability, sustainable? (2019)**

ShabbirHusain, R.V., Sanjeev Varshney

Journal of Nonprofit & Public Sector Marketing, vol. 31, issue 1, pp. 84-113

Available in EBSCO (Business Source Complete) E-article

## **Green marketing in India and its impact on consumer behaviour (2014)**

Katait, Sanjay Kesharao

CLEAR International Journal of Research in Commerce & Management, vol. 5, issue 12, pp. 71-74

Available in EBSCO (Business Source Complete) E-article

## **Applying a multiple criteria decision-making approach to establishing green marketing audit criteria (2019)**

Chen, Hui-Chiao, Chih-Hao Yang

Journal of Cleaner Production, vol. 210, pp. 256-265

Available in EBSCO (Business Source Complete) E-article

## **Echo-sustainability: digitally linking history to recall authentic green marketing lessons (2019)**

Carter, E. Vince

Marketing Management Association Annual Conference Proceedings, pp. 112-114

Available in EBSCO (Business Source Complete) Conference Proceedings

## **"Environment vs. myself?" the influence of message framing for green products (2020)**

Ekebas-Turedi, Ceren, Erika Kordrostami, Ilgim Dara Benoit

AMA Winter Educators' Conference Proceedings, vol. 31

Available in EBSCO (Business Source Complete) Conference Proceedings

## **An Empirical investigation of a firm's operational green marketing capabilities, green competitive advantage, and performance (2019)**

Siepong, Angsaya, Prithwiraj Nath

Marketing Management Association Annual Conference Proceedings, p111-112

Available in EBSCO (Business Source Complete) Conference Proceedings

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## **Green advertising effects and purchase intentions: a study of American and Korean millennials (2017)**

Muk, Alexander, Christina Chung, Hyun Sang An

Society for Marketing Advances Proceedings, pp. 134-135

Available in EBSCO (Business Source Complete) Conference Proceedings

## **Going green feeling guilty (2017)**

Yoon-Na Cho, Yohan Kim, Charles R. Taylor

AMA Winter Educators' Conference Proceedings, Vol. 28

Available in EBSCO (Business Source Complete) Conference Proceedings

## **Proudly going green: emotional appeals influence outcomes for environmental marketing challenges (2016)**

Yaeun Kim, Crystal Reeck

Advances in Consumer Research. 2016, vol. 44, pp. 742-742

Available in EBSCO (Business Source Complete) Conference Proceedings

## **Online marketing as a CSR tool for waste sorting (2017)**

Vilamová, Šárka, Anežka Podlasová, Adam Levit

Marketing Identity, Issue Part 2, pp. 457-466

Available in EBSCO (Business Source Complete) Conference Proceedings

## **How to reach green consumers on the internet? digital and social media strategies for addressing the environmentally conscious (2016)**

Nyilasy, Gergely, Harsha Gangadharbatla

American Academy of Advertising Conference Proceedings, pp. 32-44

Available in EBSCO (Business Source Complete) Conference Proceedings

## **A New typology of consumers from a green to not-so-green perspective: how do green and brown segments differ from a demographic perspective? (2019)**

Fullerton, Sam

Society for Marketing Advances Proceedings, pp. 581-593

Available in EBSCO (Business Source Complete) Conference Proceedings

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

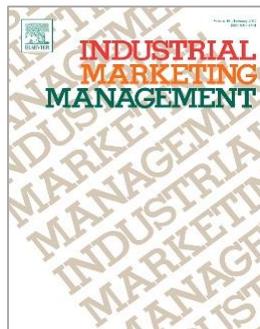


## **Atlantic Marketing Journal**

Full-text available from 2013 to present

Available in EBSCO (Business Source Complete) eJournals

The purpose of the Atlantic Marketing Journal is to publish double blind reviewed scholarly articles in the general area of marketing, logistics and closely related areas. Our audience is intended to be Marketing Educators, Marketing Scholars and Marketing Practitioners. Manuscripts for submission should appeal to one or more of these audiences. Manuscripts addressing empirical research, pedagogical research, theoretical development, extensions and application are all received on an equal footing. The review process will entail a double blind peer review. The journal is listed in the Cabell Directory. The percentage of accepted manuscripts tends to vary between 30 and 40%. The Atlantic Marketing Journal supports itself financially by imposing a publication fee after acceptance of a manuscript. The fee is a flat \$150 USD (Not based on the number of pages), and is used solely to defray the expenses of journal operation. As we receive no funding from any other source, we sincerely hope that authors will understand the necessity of the publication fee.



## **Industrial Marketing Management**

Full-text available from 1971 to present

Available in Science Direct eJournals

Industrial Marketing Management provides theoretical, empirical and case-based research geared to the needs of marketing scholars and practitioners researching and working in industrial and business-to-business markets. An editorial review board of leading international scholars and practitioners assures a balance of theory and practical applications in all articles. Scholars from North America, Europe, Australia/New Zealand, Asia and other regions of the globe offer the latest findings for improving effectiveness and efficiency of industrial markets. This comprehensive approach keeps readers abreast of the most timely data and current thinking necessary for better marketing decisions and strategy in global industrial and business-to-business markets.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

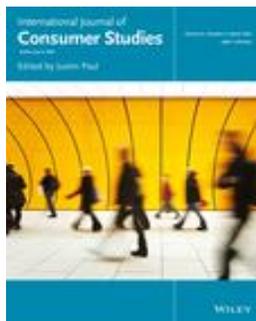


## **International Journal of Advertising**

Full-text available from 2000 to present

Available in EBSCO (Business Source Complete) eJournals

The International Journal of Advertising (IJA) publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives. It includes: advertising and media, direct marketing, sales promotions, sponsorship, public relations and integrated marketing communications (IMC).



## **International Journal of Consumer Studies**

Full-text available from 2001 to present (Full Text Delay: 1 year)

Available in EBSCO (Business Source Complete) eJournals

The International Journal of Consumer Studies provides an international forum for academic and research papers with a focus on how consumers can enhance their security and well-being. It publishes articles of interest to an international audience and at the leading edge of consumer research throughout the world.



## **International Journal of Market Research**

Full-text available from 1999 to present

Available in EBSCO (Business Source Complete) eJournals

Founded in 1958, the aim of the International Journal of Market Research (IJMR) is to be the leading primary authoritative source of information about excellent practice and new thinking in research, insight and data analysis worldwide. This journal provides a bridge between practitioners and academics to share, discuss and debate all aspects of research, insight and data: applications, methodologies, new technologies, technology and methodology adoption and adaption from related areas, solutions, strategic and management issues.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

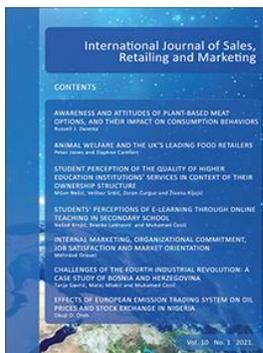


## International Journal of Research in Marketing

Full-text available from 1984 to present

Available in Science Direct eJournals

The International Journal of Research in Marketing is an international, double-blind peer-reviewed journal for marketing academics and practitioners. IJRM aims to contribute to the marketing discipline by providing high-quality, original research that advances marketing knowledge and techniques. As marketers increasingly draw on diverse and sophisticated methods, IJRM's target audience is comprised of marketing scholars, practitioners (e.g., marketing research and consulting professionals) and policymakers. IJRM aims to be at the forefront of the marketing field with a particular emphasis on bringing timely ideas to market. The journal embraces innovative research with the potential to spur future research and influence practice. Hence, it welcomes contributions in various aspects of marketing.



## International Journal of Sales, Retailing and Marketing

Full-text available from 2015 to present

Available in EBSCO (Business Source Complete) eJournals

The International Journal of Sales, Retailing and Marketing is devoted to the exploration and contribution of the knowledge about dynamic areas of sales, marketing and retailing by publishing theoretical and empirical scientific articles from various countries and with different approaches. As the Journal covers the large field of interest, it is designed to examine topics such as new trends in retailing, the relationships between members of the supply chains and distribution channels, green tailing, e-commerce, customer relationship management, management of services, branding, and similar fields. It will serve as the valuable forum for the exchange and dissemination of knowledge based on thought and results of empirical research between academicians, researchers, retailing managers, marketing & sales executives, and all those that are actively involved in any aspect of marketing, sales and retailing, as well as to those that wish to be informed about the progress and current trends in those fields.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---



## **Journal of Advertising Research**

Full-text available from 1965 to present

Available in EBSCO (Business Source Complete) eJournals

Published by Cambridge University Press on behalf of The ARF (formerly Advertising Research Foundation), the Journal of Advertising Research, which has been in existence for more than 40 years, is dedicated to providing up-to-date and practical information, as well as theoretical discussions on diverse aspects of advertising, marketing, and media research. Its editorial emphasis is directed at exploring all possibilities for new and significant discoveries, even those that may challenge traditional thought in the field. The Journal of Advertising Research is published for academics, practitioners and users of advertising, marketing and media research.



## **Journal of Destination Marketing & Management**

Full-text available from 2012 to present

Available in Science Direct eJournals

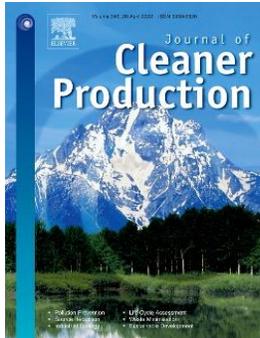
The Journal of Destination Marketing & Management (JDMM) aims to be the leading international journal for the study of tourist destinations by providing a critical understanding of all aspects of their marketing and management, as they are situated in their particular policy, planning, economic, geographical and historical contexts. It seeks to develop a robust theoretical understanding of destination marketing and management by harnessing knowledge drawn from the full breadth of disciplinary approaches to the study of destinations. It seeks to foster a critical development of the domain, expand the frontiers of knowledge in the field and provide an international forum for the exchange of ideas. The objective of JDMM is therefore to publish up-to-date, high-quality, original research papers and reviews. As such, the journal aspires to be vibrant, engaging and accessible, yet at the same time integrative and challenging. Those involved in the interdisciplinary approach of marketing and management, economic development and planning, geography, sociology, psychology, anthropology, retailing, policy making and public administration of tourist destinations will find the journal of particular interest.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---



## **Journal of Cleaner Production**

Full-text available from 1993 to present

Available in Science Direct eJournals

The Journal of Cleaner Production is an international, transdisciplinary journal focusing on Cleaner Production, Environmental, and Sustainability research and practice. Through our published articles, we aim at helping societies become more sustainable. 'Cleaner Production' is a concept that aims at preventing the production of waste, while increasing efficiencies in the uses of energy, water, resources, and human capital. The Journal of Cleaner Production serves as a platform for addressing and discussing theoretical and practical cleaner production, encompassing environmental, and sustainability issues in corporations, governments, education institutions, regions, and societies.



## **Business Strategy and the Environment**

Full-text available from 1995 to present (Full Text Delay: 1 year)

Available in EBSCO (Business Source Complete) eJournals

Business Strategy and the Environment (BSE) is the leading academic journal in its field with peer-reviewed contributions of a high quality. It seeks to provide original contributions that add to the understanding of business responses to improving environmental performance. It seeks to examine links between competitive strategy and environmental management as well as providing results of research into systems and standards, corporate environmental management tools, organisations and management, particular industry sectors and responses of business to contemporary environmental issues. It examines the role of regulation and policy in the business sector and encourages cross-country analysis. Contributions are encouraged which extend the scope of activity from environmental management to sustainable development in business. The journal should be of interest to a broad interdisciplinary audience including academics, practitioners, business managers and consultants.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---



## **Journal of Business Research**

Full-text available from 1973 to present

Available in Science Direct eJournals

The Journal of Business Research applies theory developed from business research to actual business situations. Recognizing the intricate relationships between the many areas of business activity, JBR examines a wide variety of business decisions, processes and activities within the actual business setting. Theoretical and empirical advances in buyer behavior, finance, organizational theory and behavior, marketing, risk and insurance and international business are evaluated on a regular basis. Published for executives, researchers and scholars alike, the Journal aids the application of empirical research to practical situations and theoretical findings to the reality of the business world.

## **DATABASES**

### **ScienceDirect. [www.sciencedirect.com](http://www.sciencedirect.com)**

A website which provides access to a large bibliographic database of scientific and medical publications of the Dutch publisher Elsevier. It hosts over 18 million pieces of content from more than 4,000 academic journals and 30,000 e-books of this publisher. The access to the full-text requires subscription, while the bibliographic metadata is free to read. ScienceDirect is operated by Elsevier. It was launched in March 1997

### **EBSCOhost. [search.ebscohost.com](http://search.ebscohost.com)**

- **Academic Search Complete**

The world's most valuable and comprehensive scholarly, multi-disciplinary full-text database, with more than 8,500 full-text periodicals, including more than 7,300 peer-reviewed journals. In addition to full text, this database offers indexing and abstracts for more than 12,500 journals and a total of more than 13,200 publications including monographs, reports, conference proceedings, etc. The database features PDF content going back as far as 1887, with the majority of full text titles in native (searchable) PDF format. Searchable cited references are provided for more than 1,400 journals.

- **Business Source Complete**

The world's definitive scholarly business database, providing the leading collection of bibliographic and full text content. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back as far as 1886 are included. In addition, searchable cited references are provided for more than 1,300 journals.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

- **OpenDissertations**

An open-access database built to assist researchers in locating both historic and contemporary dissertations and theses. Created with the generous support of the H.W. Wilson Foundation and the Congregational Library & Archives in Boston, it incorporates EBSCO's previously released American Doctoral Dissertations, and features additional dissertation metadata contributed by select colleges and universities from around the world. Providing researchers with citations to graduate research across a span of time, from the early 20th century to the present, this database will continue to grow through regular updates and new partnerships with graduate degree-granting institutions.

- **GreenFILE**

Offers well-researched information covering all aspects of human impact to the environment. Its collection of scholarly, government and general-interest titles includes content on global warming, green building, pollution, sustainable agriculture, renewable energy, recycling, and more. The database provides indexing and abstracts for more than 1,000,000 records, as well as Open Access full text for more than 15,000 records.

elibraryUSA. [elibraryusa.state.gov/login](http://elibraryusa.state.gov/login)

- **Gale Academic OneFile**

Provides millions of articles from over 17,000 scholarly journals and other authoritative sources, including videos from BBC Worldwide Learning to thousands of podcasts and transcripts from CNN. It includes more than 11,000 peer-reviewed journals (more than 8,000 in full text), and major reference sets.

- **JSTOR**

A digital library of academic content in many formats and disciplines. The collections include top peer-reviewed scholarly journals as well as respected literary journals, academic monographs, research reports from trusted institutes, and primary sources. Journals are available in more than 60 disciplines in the humanities, social sciences, and sciences and mathematics.

- **ProQuest Dissertations & Theses Global**

The world's most comprehensive collection of dissertations and theses from around the world, offering millions of works from thousands of universities. Each year hundreds of thousands of works are added. Full-text coverage spans from 1743 to the present, with citation coverage dating back to 1637.

**PHILIPPINE E-JOURNALS** <https://ejournals.ph>

The Philippine E-Journals is an expanding collection of academic journals that are made accessible globally through a single Web-based platform. It is hosted by C&E Publishing, Inc., a premier educational publisher in the Philippines and a leader in the distribution of integrated information-based solutions.

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>

# GREEN MARKETING

---

## SEARCH HINT:

To further your search on Green Marketing, use the keyword combinations below:

**green marketing**

**green+marketing** or **“green marketing”**

You may also use other keywords related to Green Marketing:

**Use For:** Ecological marketing  
Ecomarketing  
Environmental advertising claims  
Environmental consumerism  
Environmental marketing  
Green products—marketing  
Marketing—environmental aspects

**Broader Term:** Marketing

**Related Term:** Green products  
Consumer attitudes  
Natural products  
Packaging  
Labeling

**Narrower Term:** Eco-labeling  
Energy labelling

Compiler:

Marcelina C. Ascura | March 31, 2022

Search library resources at: <http://210.213.146.180:8080/#section=home>

Visit the library webpage at: <https://www.adzu.edu.ph/library/>