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**ORGANIZATIONS FACING TRIPLE BOTTOM LINE
CHALLENGES AND GLOBAL DISRUPTION**



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Call for papers LIC'25

TRACK IV: Fostering Inclusive, Ethical, and Responsible Marketing: Redefining Roles

Track Chairs

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1. Technological Transitions: Implications, Challenges, and Stakes

Digital technologies and artificial intelligence (AI) are rapidly transforming interactions between consumers, businesses, and society, leading to significant sectoral reconfigurations (Davenport *et al.*, 2020; Thakur & Kumar, 2024; Kaushal & Mishra, 2024). AI enhances behavior prediction, personalization of offerings, and customer relationship optimization (Rosário, 2024). However, these technological advances raise critical ethical concerns—such as privacy, algorithmic bias, and manipulation—and intensify the risks of a digital divide, thereby exacerbating social inequalities (Kopalle *et al.*, 2022; Kumar & Suthar, 2024; Hofacker *et al.*, 2016; Lahiri, 2024).

2. Crisis Contexts, Consumer Behavior, and Marketing Approaches

Successive crises have impeded economic growth and diminished purchasing power, rendering consumer decision-making more ambivalent. Torn between rational calculation and personal values, consumers increasingly adopt adaptive behaviors, compelling firms to revise their strategies accordingly (Oana, 2020; Yap *et al.*, 2021; Rayburn *et al.*, 2022). These crisis contexts also demand that brands reaffirm their core values and engage in transparent, committed communication with stakeholders (Grace & Dunn, 2025), in response to heightened expectations for corporate citizenship and social responsibility.

3. Transitions Toward Responsible and Sustainable Marketing

Rethinking economic roles is essential to reconcile economic growth with ecosystem preservation, thus paving the way for sustainable marketing grounded in circular economy principles. Green marketing enhances brand value among environmentally conscious consumers (Semperebon *et al.*, 2019; Wang & Juo, 2024), while inclusive marketing promotes equity by embracing diversity (Carvalho *et al.*, 2023; Verbytska *et al.*, 2023). Circular economy practices further strengthen this trajectory by reducing environmental footprints and fostering inclusion and responsible marketing (Panchal *et al.*, 2021; Nikolaou *et al.*, 2021; Vann Yaroson *et al.*, 2024).

Submissions Guidelines

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

We welcome submissions of a standard appropriate for highly ranked journals in English or French, as short or full papers. Short papers should be of 3 to 5 pages (references not included) maximum and full papers of 12 pages maximum (references not included). They should be submitted to:

<https://ligue2025.sciencesconf.org>

Manuscripts must be original and unpublished and not under review for publication elsewhere. Success in the review process will not guarantee publication in the special and regular issues supporting this LIC'2025 edition, but to be accepted for publication in these special issues, papers need to be presented at the conference. Authors of selected best short/full papers will be invited to submit a final full version of their contribution for a potential publication in special issues.

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

Articles files should include:

- 1- A cover sheet (page 1) including the title of the paper, the author's name(s), title(s), institutional affiliations and contact details, with the primary contact person designated.
- 2- A structured abstract on page 2: authors must supply a structured abstract (maximum 250 words in total) set out under 7 sub-headings: 1) Purpose; 2) Design/methodology/approach; 3) Findings; 4) Research limitations/implications; 5) Practical implications; 6) Originality/value; 7) Keywords: a maximum of 4 relevant and short keywords.
- 3- Starting from page 3, a short paper and a full paper should be prepared as follows:
 - Introduction
 - Literature review
 - Design/methodology/approach
 - Findings/discussion
 - Research limitations/implications

Conference fees

- Academics: 200 € or 400 TND (*local participants only*)
- Ph.D. students: 150 € or 250 TND (*local participants only*)
- Business participants: 600 TND

Conference fees cover coffee breaks, lunch, and conference pack. There will be no refund of the fees for cancellation. At least one of the authors of accepted papers is required to register for the conference AND to present the accepted contribution at the time designated in the conference program. Any research submission accepted for presentation but not presented at the conference will NOT appear nor be acknowledged in the official conference program.

Accommodation and Travel

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

Important dates

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| • 02 September 2025 | Full and short paper submission closes at midnight |
| • 20 October 2025 | Review decision notified to authors |
| • 27 October 2025 | Conference registration opens |
| • 07 November 2025 | Conference registration closes |
| • And 28 & 29 November 2025 | The holding of the Conference |

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