

Marketing of Innovations

Currently available topics for your Master's Thesis

1. Determinants of a Successful "Green" Product Innovation

Note: These topics can be prepared in English.

Determinants of a Successful “Green” Product Innovation

With sustainability becoming an increasingly prominent concern, businesses are recognizing the need to develop and deliver eco-friendly products that minimize negative environmental impacts throughout their lifecycle. However, while some “green” innovations thrive, others fail, causing a major loss of resources to the companies that launch them. This master’s thesis aims to investigate the key drivers and barriers associated with sustainable product innovation, examining the intersection of environmental sustainability and consumer preferences. Following a comprehensive and systematic literature review, the relationships shall be examined in a consumer survey. The findings should provide valuable insights and practical recommendations to guide organizations in their quest to innovate and deliver sustainable products that align with both environmental stewardship and market success.

Type: Systematic literature review, Survey

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Literature:

Cheng, Colin C. J. (2020), “Sustainability Orientation, Green Supplier Involvement, and Green Innovation Performance: Evidence from Diversifying Green Entrants,” *Journal of Business Ethics*, 161 (2), 393–414.

De Medeiros, Janine F., Jose L. D. Ribeiro, and Marcelo N. Cortimiglia (2014), “Success factors for environmentally sustainable product innovation: a systematic literature review,” *Journal of Cleaner Production*, 65, 76–86.

Katsikeas, Constantine S., Constantinos N. Leonidou, and Athina Zeriti (2016), “Eco-friendly product development strategy: antecedents, outcomes, and contingent effects,” *Journal of the Academy of Marketing Science*, 44 (6), 660–84.

Paparoidamis, Nicholas G., Thi T. Huong Tran, Leonidas C. Leonidou, and Athina Zeriti (2019), “Being Innovative While Being Green: An Experimental Inquiry into How Consumers Respond to Eco-Innovative Product Designs,” *Journal of Product Innovation Management*, 36 (6), 824–47.