

## Marketing of Innovations

### Currently available topics for your Master's Thesis

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- 1. Investigating the Interplay of the Company's Sustainability Reputation and Marketing Campaigns for Green Innovations**

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*Note: These topics can be prepared in English.*

**Investigating the Interplay of the Company's Sustainability Reputation and Marketing Campaigns for Green Innovations**

With an increasing emphasis on sustainability in the business landscape, companies are recognizing the imperative to align their marketing campaigns with green innovations. At the same time, businesses strive to convey their commitment to environmental responsibility and boost their sustainability reputations. Understanding how the perception of a company's sustainability reputation influences consumer responses to green marketing initiatives, especially in the realm of green innovations, becomes crucial. This master's thesis aims to explore the dynamic interplay between a company's sustainability reputation and the effectiveness of marketing campaigns for green innovations by delving into the key determinants shaping this interplay. By shedding light on these relationships, the findings aim to offer valuable academic insights and practical recommendations to guide companies in optimizing the impact of their marketing strategies for green innovations.

**Type:** Literature review, Experiment

**Advisor:** [Angeliki Kalogeraki](#)

**Literature:**

Dangelico, Rosa M. and Devashish Pujari (2010), "Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability," *Journal of Business Ethics*, 95 (3), 471–86.

De Medeiros, Janine F., Taís Bisognin Garlet, Jose L. Duarte Ribeiro, and Marcelo Nogueira Cortimiglia (2022), "Success factors for environmentally sustainable product innovation: An updated review," *Journal of Cleaner Production*, 345, 131039.

Leonidou, Constantinos N., Constantine S. Katsikeas, and Neil A. Morgan (2013), "'Greening' the marketing mix: do firms do it and does it pay off?," *Journal of the Academy of Marketing Science*, 41 (2), 151–70.