

Management and Marketing Public Webinar



The Sustainability Paradox: How Can We SHIFT Consumers to Act More Sustainably?

Katherine White

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Date : 29 Sep 2023 (Fri)

Time : 9:00 – 10:30 a.m. (Public Lecture)
10:30 – 11:00 a.m. (Q&A Session)

Venue : Online via Zoom

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Please register through the registration form <https://forms.office.com/r/GrTwzq7HkW> on or before 25 Sep 2023 (Mon).

Abstract

Prof. Katherine White will discuss how we can encourage consumers to get on board with making meaningful changes to be more sustainable. She will present a framework from her own research that is represented by the acronym **SHIFT**. People are most likely to engage in sustainable behaviors when the message or context leverages the following psychological factors: **S**ocial influence, **H**abit formation, **I**ndividual self, **F**eelings and cognition, and **T**angibility. The Framework was developed through a rigorous review that integrates over 350 academic articles published in top peer-reviewed journals into a concise, useful, and actionable structure. She will explain the framework using research and real-world examples.

Prof. Katherine White is the Senior Associate Dean, Equity, Diversity, Inclusion, and Sustainability at the UBC Sauder School of Business. Her research focuses on how to encourage ethical and sustainable consumer behaviours. She is the author of the Elusive Green Consumer in *Harvard Business Review* and 50 published research articles. She was honored as one of the top 5 Marketing Researchers in the world by the *American Marketing Association* and has been inducted to the *College of Arts and Sciences, Royal Society of Canada*. She was awarded a *Canada Clean 50 Award* for thought leadership in sustainability and the *American Marketing Association's Award for Responsible Research in Marketing*. She currently serves as Associate Editor for the *Journal of Marketing Research* and is on several editorial review boards. She has collaborated on various behaviour change projects with organizations such as The City of Calgary, The BC SPCA, Starbucks, and Unilever.