

Master Seminar "Sustainability in International Business" (Summer Term 2025)

- Topics for Term Papers -

#	Topic	What is to be examined	Article
1	Greenwashing in Climate Finance: The Dark Side of MNE's Sustainability Linked Loans	To what extent do sustainability-linked loans and green bonds issued by MNEs result in actual emissions reductions versus serving as greenwashing tools? The paper should not only consider how this topic is discussed in developed countries but also in less affluent ones. For example, it should examine financing in low-income countries, where the impact of climate change is particularly severe—such as in African nations—versus in high-income countries.	Multinational enterprises and climate action: a low-income perspective with Africa focus: https://link.springer.com/article/10.1057/s41267-024-00764-w
2	Intrinsic vs. Extrinsic Factors: What Drives MNEs' Climate Investments More?	What are the drivers across countries to motivate MNEs to finance the climate change transition? Which incentives can be used to motivate MNEs to finance the climate change transition?	Shaker A. Zahra: MNEs and financing climate change transitions: the challenge of collective action: https://link.springer.com/article/10.1057/s41267-024-00757-9
3	The Role of Culture in Sustainable Consumer Behavior	How do different cultural dimensions—such as power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, indulgence vs. restraint, and long-term vs. short-term orientation—motivate sustainable consumer behavior? The term paper should also include practical implications: What should multinational firms consider when adapting sustainability marketing strategies to different cultural contexts?	EXPRESS: The Predictor Role of Perceived Consumer Effectiveness and Environmental Concern in Consumer Green Behavior: A Meta-analysis with Cultural-level Moderators: https://journals.sagepub.com/doi/abs/10.1177/1069031X251316551
4	Navigating Sustainability in Global Markets: How Different Factors Shape Sustainable Marketing Strategies	What key factors—such as economic conditions, sociocultural influences, technological advancements, and customer characteristics—must multinational firms consider when marketing sustainable products across different countries, and how do these factors influence firms' strategy adaptation and performance?	Sustainable Export Marketing Strategy Fit and Performance: https://journals.sagepub.com/doi/full/10.1509/jim.14.0063
5	Cultural and Market Influences on Sustainable Food Consumption: How International Marketing Strategies Can Promote Plant-Based Diets	How do cultural values, social norms, and regional market infrastructures shape consumer acceptance of plant-based diet strategies across different countries?	Food Matters: The Role of International (Marketing) Efforts in Addressing a Looming Climate Threat:

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			https://journals.sagepub.com/doi/epub/10.1177/1069031X231182257
6	How Country-of-Origin Influences Consumers' Adoption of Sustainable Products	Does a strong national sustainability reputation enhance consumer willingness to buy eco-friendly products from that country? How do perceptions of a country's environmental policies affect consumer trust and preference for its sustainable products?	Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions: https://journals.sagepub.com/doi/full/10.1177/1069031X20920869
7	Drivers of Buying Local: The Impact of Nationalism or Environmental Concerns on Consumer Decision-Making	What are the drivers of buying local? Do people prefer to buy local products because of environmental concerns or due to their national identity?	The responsibility of an ethnocentric consumer – nationalistic, patriotic or environmentally conscientious? A critical discourse analysis of “buy domestic” campaigns: https://www.researchgate.net/publication/343585218_The_responsibility_of_an_ethnocentric_consumer_-_nationalistic_patriotic_or_environmentally_conscientious_A_critical_discourse_analysis_of_buy_domestic_campaigns
8	How Leadership Styles in MNEs Influence the Implementation of Sustainable Strategies	How do different leadership styles in multinational enterprises (MNEs) influence the successful implementation of sustainability strategies?	Unpacking the Role of Ethical Leadership in the Era of Sustainable Development Goals and Values-Based Marketing: https://journals.sagepub.com/doi/full/10.1177/1069031X241296468
9	Do Circular Economy Business Models Enhance Financial Performance in International Markets?	Profitability and sustainability are often considered to be a trade-off for firms; however, this may not be true. Thus, this paper should answer the following question: Do sustainable business models improve financial performance, or do they remain a cost burden to organizations? How do economic conditions (e.g., regulatory incentives, green finance, market demand) impact the scalability of circular business models? What are the institutional challenges MNEs face when adapting sustainability strategies across different countries from an economic perspective?	Sustainable international business model innovations for a globalizing circular economy: a review and synthesis, integrative framework, and opportunities for future research: https://link.springer.com/article/10.1057/s41267-023-00652-9