

International Conference on Resource Efficiency in Interorganizational Networks

Call for Papers

On 13th and 14th November 2013, the Georg-August-Universität Göttingen (Germany) will host the first International Conference on Resource Efficiency in Interorganizational Networks (ResEff).

Renewable raw materials are becoming increasingly important as an alternative resource base in industrial networks. Consequently, research for methods improving the efficient use of renewable resources in production processes with by-products is crucial. The aim is cascade utilization, thus the multiple utilization of a raw material before its conversion into energy. The ResEff brings together interdisciplinary researchers developing strategies and solution concepts for efficient resource utilization. It is therefore a forum for scientific exchange both between experts as well as interdisciplinary groups. The following facets of the challenging topic of resource efficiency in interorganizational networks are covered:

- Track A: Materials and Technologies
 - Characterization of Fibres and Particles
 - Supply Chain of Renewable Resources
 - Usage of Cell Wall Components, esp. Hemicelluloses
- Track B: Planning of Production and Value-Added Networks for Renewable Resources
 - IS and IM in Value-Generating Networks for Renewable Resources
 - Mathematical Optimization in the Presence of Uncertainties
 - Modeling of Production and Logistic Systems
- Track C: Governance, Coordination and Sales
 - Consumer Behavior towards Eco-Friendly Products
 - Distribution of Intermediate and End Products from Renewable Resources

The following invited speakers will contribute to the ResEff 2013:

Prof. Martin Faulstich
*CUTEC Institute of Environmental
Technology, Chair of the German
Advisory Council on the Environment*

Prof. Barry Goodell
*Sustainable Biomaterials,
Virginia Polytechnic Inst.
and State University*

Prof. Adisa Azapagic
*Sustainable Chemical
Engineering, University of
Manchester*

The conference will include parallel sessions for presentation of papers in the fields of agricultural and forestry science, mathematical optimization, operations research, marketing, business informatics, production and logistics. Each track contains different sessions for expert talks. The interdisciplinary exchange is fostered through special talks and meetings, where all groups come together.

More information about the organizing DFG Research Training Group 1703 "Resource Efficiency in Interorganizational Networks" is available on the website www.resource-efficiency.uni-goettingen.de

Session Description (CT1):

Consumer Behavior towards Eco-Friendly Products

In order to realize cascade utilization, marketing research should address the use of renewable resources by incorporating the overall marketing mix. Thereby consumer behavior becomes particularly important, since purchase behavior is an essential factor determining the success of eco-friendly approaches. Central issues are related to consumers' specific requirements regarding eco-friendly products. The implementation of cascade utilization also premises the existence of awareness on the part of consumers. A reuse of materials and/or products previous to an energetic utilization requires that consumers support recycling methods, favor products made from recycled materials and are sensitized for the problems resulting from direct energetic utilizations. We invite submissions from consumer research and contributions relating to the overall marketing mix, as long as they help to understand eco-friendly consumer behavior. Topics of interest include but are not limited to:

- Determinants of eco-friendly consumer behavior
- Consumer attitude towards recycled products and/or certification systems
- Willingness to pay a price premium for eco-friendly products
- Market segments for and positioning of products made from renewable resources
- Brand management and renewable resources
- Promising advertising strategies for eco-friendly products
- Contributions from public relations to eco-friendly purchase behavior

The deadline for submission of abstracts (approximately two pages) is 12 June 2013. Guidelines for submission can be found on the conference website. Submissions are subjected to an independent and professional *blind peer review* and will be judged on originality, significance, interest, clarity, relevance, correctness and presentation.

A more detailed description of the topic and the submission and review process can be found on the conference website.

Important Dates

12 June 2013	Deadline for Abstracts
20 June 2013	Notification of Acceptance
20 June 2013	Begin of Registration
15 Sept 2013	Camera Ready Deadline
13-14 Nov 2013	ResEff

Contact

reseff2013@uni-goettingen.de

Website

<http://reseff2013.uni-goettingen.de>