

Title: Navigating Geopolitical Turmoil: Corporate Responses to the War in Ukraine and Its Impact on Consumer Mindset

Speaker: Prof. Shankar Ganesan, University of Notre Dam

Area: Marketing

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Abstract:

Following Russia's 2022 invasion of Ukraine, many companies withdrew from or altered their Russian operations. This research explores the impact of such corporate actions on three important consumer mindset metrics: net brand buzz, consideration set inclusion, and purchase intent. The authors also examine the moderating role of the firm's environmental, social, and governance (ESG) reputation, the type of business (B2B vs. B2C), and the focal firm's decisions relative to peers. The authors test their propositions using a unique data set that combines a firm's decision related to its Russian operations, consumer mindset metrics, and ESG performance after controlling for firm-level factors. The findings indicate that decisions such as withdrawal from or suspension of activities in Russia are positively related to consumer mindset metrics. Moreover, this effect is accentuated for firms with a strong prior ESG reputation such that they experience a greater level of net brand buzz, brand consideration set inclusion, and purchase intent following the decision compared with the period before such decisions. This study contributes to understanding the relationship between such corporate actions and consumer mindset metrics in a novel geopolitical context, providing valuable insights for managerial decision making and public policy.

Keywords: Russian invasion of Ukraine, corporate responses, net buzz, consideration set, purchase intent, corporate sociopolitical activism

Speaker Profile:



Shankar Ganesan is the Raymond W. and Kenneth G. Herrick Collegiate Professor of Marketing at the Mendoza College of Business, University of Notre Dame. Professor Ganesan's research interests focus on inter-organizational relationships, customer relationship management, buyer-seller negotiations, service failure, and recovery, product recalls, and new product innovation. He is the author of several articles that have appeared in leading academic journals, including the Journal of

Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Personal Selling and Sales Management, Journal of Academy of Marketing Science, Journal of Applied Psychology, Organizational Behavior, and Human Decision Processes, and MIT Sloan Management Review. Recently, he edited the Handbook of Marketing and Finance published by Edward Elgar. He is the past editor-in-chief of the Journal of Retailing, ranked among the top business journals. Professor Ganesan has received numerous awards and honors for his research (AMA Interorganizational SIG Lifetime Achievement Award, AMA Retailing, and Pricing SIG Lifetime Achievement Award, Lou Stern Award, the

Davidson Award, Robert Buzzell Award, and the William O'Dell Award finalist), teaching (outstanding module in the EMBA program), and editorial service (outstanding reviewer on the Editorial Review Board from the Journal of Marketing and the Journal of Retailing). He teaches customer valuation and management to MBAs.

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