

Title: Research Examining the Role of Marketing in Climate Action and Sustainability

Speaker: Prof. Sundar Bharadwaj, University of Georgia

Area: Marketing

Date: 24.06.2025, Venue: K21 @ 4.00PM

Abstract:

In this talk, he will present results from four studies that examine the impact of sustainability marketing strategies on consumer response, firm growth, and financial market value. In study one, the authors view climate change as a business opportunity and examine the effect of climate marketing strategy on firm value. Study 2 presents the effect of carbon emission labeling on consumer choice and willingness to pay. Study 3 presents the results of sustainable new product offerings on financial market response. In the last study, the sources of growth of sustainable new products are examined. Cumulatively, the studies examine the value created by sustainable marketing strategies utilizing a variety of data and methods.

Speaker Profile:



Sundar Bharadwaj is the Coca Cola Company Chair Professor of Marketing at the Terry College of Business, University of Georgia and Senior Research Fellow at the Indian School of Business. Prior to that, he served as a Professor of Marketing at the Goizueta Business School, Emory University. He has held visiting faculty positions at the Wharton School, Cornell University, HEC (Paris), Indian School of Business, Singapore Management University and BI (Norway).

His research focuses on business problems relating to current and long-term returns and risks to marketing investments in brands, customers, innovation, and marketing strategy. His research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Harvard Business Review*, *Marketing Science* and *Management Science* among others. He was listed among the 50 most productive researchers worldwide in the AMA journals for the decade 2009-2018. His research have been recognized for journal and conference awards from the American Marketing Association, Academy of Marketing Science, Institute for Study of Business Markets and Product Development Management Association.

Professor Bharadwaj has held brand management and sales management positions in multinational corporations. He also has executive education and consulting experience. He serves on the Academic Council of the American Marketing Association.

Webpage Link: <https://www.terry.uga.edu/directory/sundar-bharadwaj/>