

Track chairs:

- Kunjika PRASAI, Professor-LRU (Sustainable Development), CERGAM Aix-Marseille University, France
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Title of the proposed track: *Can Organizations Become Sustainable and Responsible Consumers?*

Track description: For this theme, we aim to explore and critically discuss the issue of overconsumption, positioned at the intersection of sustainability, responsibility and ethics. Our goal is to contextualize its relevance in today's world and emphasize the growing need for research on this urgent issue. The primary focus of this track is to examine how organizations can actively address and mitigate overconsumption from within, rather than merely responding to external pressures.

Corporate overconsumption refers to the excessive use of resources, goods and services by businesses beyond what is necessary for sustainable operations (Sheth et al., 2011). It occurs when companies prioritize short-term growth and profit over long-term environmental, social, and economic sustainability (Taghikhah et al., 2019). Given the pressing environmental challenges and increasing societal concerns (Soomro & Soomro, 2024), organizations must explore innovative and responsible business practices to reduce excess consumption and contribute to a more sustainable future (Prasai et al., 2020).

Subtracks

- Corporate Strategies and Sustainability
- Sensemaking and Decision-Making in Overconsumption