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impact on the fashion industry -- Chapter 13: The environmental and social impact of the garment industry: the case of developing countries -- Section 5: The influence of Innovative Trends on sustainable consumerism in the textile, fashion and Apparel industry -- Chapter 14: Prosumerism: Transforming external stakeholders into internal in innovation process -- Chapter 15: Innovative sustainable products and “Made in Italy” effect: The reuse of fish leather in the fashion industry -- Chapter 16: Sustainability in the Fashion Industry: the role of AI, Blockchain and IoT in carbon footprint reduction and challenges and motivations towards the transition -- Chapter 17: Innovation Cycles: Case Study Textil Sector -- Chapter 18: Digital Twin and Gamers’ Self-Perceptions: A Fashion Perspective -- Chapter 19: Social Sustainability and the Impact of Social Media Influencer Campaigns on the Positive eWOM and Purchase Intention of Youth Subcultures -- Section 6: The influence of sustainable consumerism on Communication -- Chapter 20: The Effects of Flea Market Apps on Apparel Industry and Consumption -- Chapter 21: Green washing in the Fashion Industry: Does Attachment Help to Forgive? -- Chapter 22: Luxury Brand Consumption by German Women in Munic An Analysis of Communication Strategy on Social Media -- Chapter 23: Articulating sustainable fashion through digital storytelling: Actualising citizenship in vlogging of H&M’s “Conscious” Collection -- Section 7: Sustainable Consumerism Influence on Profitability and Corporate Success - Factors Mirrored by Best Practices derived from case studies -- Chapter 24: Profitable Scope Economies Empower the Sustainable Carded Wool Process -- Chapter 25: Evaluation of sustainable investments in the fashion industry, a triple bottom line & stakeholder approach -- Chapter 26: Sustainable start-ups and entrepreneurial narratives: a lexical analysis of dimensions emerging from crowdfunding campaigns in the fashion industry -- Chapter 27: A case study of Indian apparel market – Enablers and barriers to corporate success.

Sommario/riassunto

This handbook offers a comprehensive overview of consumerism issues in the textile, apparel and fashion industry, illustrating the impact of consumerism on the sector with a focus on SDG 12: Responsible Consumption and Production. The book presents a synthesis of mainstream and emerging thinking and studies on green, ethical, social and environmental issues. Currently, marketing practices place emphasis on sustainability and social responsibility. Although corporate strategies embrace this notion by claiming to be socially responsible and environmentally friendly, the truth is still debatable. In light of this, scholars and practitioners need to effectively and convincingly respond to consumer concerns on sustainability by adapting their business practices. Split into seven parts, the Handbook covers theoretical challenges on sustainable consumerism in the apparel industry, the influence of sustainable consumerism, conceptual frameworks and cross-cultural consumer behaviour, macro and micro issues, innovative trends, and communication. With discussion of pressing issues such as modern slavery, greenwashing, social media, luxury consumption and sustainable development, the book also illustrates the practical implications from a marketing and production point of view in this sector. Hans Rüdiger Kaufmann has worked in Germany, Manchester, Budapest, and Liechtenstein in banking, consulting and academic positions. He was called Full Professor at the University of Nicosia in 2013. Since 2016, he is additionally Professor of International Sales Management and Chair of the English Master Programs at the University of Applied Management Studies, Mannheim. Mohammad Fateh Ali Khan Panni is an Assistant Professor (Business Administration) at the National Institute of Textile Engineering and

Research, Bangladesh. He has an MPhil degree from Multimedia University, Malaysia (MMU) in Consumerism. His major research areas are Consumerism, Green and Sustainability and Customer Centric Marketing Strategies. Demetris Vrontis is the Vice Rector for Faculty and Research and a Professor of Strategic Marketing Management at the University of Nicosia, Cyprus. He is also the President of the EuroMed Academy of Business and the Managing Director of Gnosis Mediterranean Institute for Management Science. He is a certified Chartered Marketer and a Chartered Business Consultant.
