

# Summary

Thirty-seven articles can be divided into three categories: 1) Business and Management, 2) Collaborative Consumption and Collaborative Economy, 3) Marketing and Consumption.

## 1. Business and Management

Bousquet & Ertz (2021) presents a historical review, current State, and future challenges of eSports from an economic and market perspective. Centobelli et al. (2020) build on bibliometric analysis and network analysis to present a quantitatively supported explanation of the intellectual development, the schools of thought, and the food cold chain research sub-areas to derive meaningful avenues for future research. Ertz et al. (2019) offer a better understanding of the supply-side of bribery and corruption from an international business perspective by conceptualizing it in the narrower concept of misconduct in business derived from the deontological standpoint to business ethics. Finally, Ertz (2021a) conducts an empirical study on Cascades, a Quebec company in Canada. It explores how Cascades achieves sustainability in financial, environmental, and social aspects in a highly competitive sector with the help of the TBL framework.

Ertz, Sun, et al. (2021) provides an exploratory research on the impact of specific big data analytics (i.e., descriptive, predictive, and prescriptive) on the financial performance of 560 organizations listed in the S&P500 and the S&P/TSX60 stock indices. Ertz & Graf (2016, 2017) discusses the application of Web Data Mining techniques to enterprise customer relationship management and marketing management.

## 2. Collaborative Consumption and Collaborative Economy

A total of 11 articles focus on the collaborative economy and consumption from theoretical and conceptual frameworks, business practices, consumer behavior, platform operation management, and environmental impact.

Ertz & Leblanc-Proulx (2019) presents the bibliometric and visualization method applied to a dataset of 729 documents published in the collaborative economy research field. Ertz (2020b, 2020a) re-evaluates the conceptual framework about the conceptual foundations,

frontiers, and limits of the concept of collaborative consumption and also provides a revised definition. Ertz (2017) expands the theoretical and conceptual foundations linked to the concept of collaborative consumption by exploring it from a more circumscribed angle the practices of pooling and redistribution of tangible goods, called second-life practices of objects. D proposes a theoretical–empirical model that explains the materiality of sustainable collaborative practices through bike-sharing. The case study further analyzes how connections, mediations, and inductions occur between individuals, platforms, and providers in bike-sharing systems in Brazil and Canada.

Torrent-Sellens et al. (2020) analyze the motivations for participating in collaborative digital platforms in Europe. From the duality of roles approach, the motivations of European obtainers and providers are studied, with special emphasis on the role played by occupational status. Despite considerable research on the collaborative economy, there is a dearth of understanding of how individuals switch from an obtainer to a provider. (Ertz, Deschênes, et al. (2021) conceptually introduces and empirically substantiates the switchover concept, which occurs when an individual switches from a user role to a provider.

Boily & Ertz (2019) and Ertz & Boily (2020) discuss the potential impacts of blockchain technology on the collaborative economy. It consists of a conceptual review analyzing how the collaborative economy connects with blockchain technology, the organizational and managerial implications related to the use of blockchain technology in terms of governance, transaction costs, and user confidence. Finally, s uses the system dynamics modeling framework to forecast the growth and financial sustainability of ride-hailing platforms on a series of key performance indicators.

Sun & Ertz (2020) explores the real environmental impact of free-floating bike-sharing based on actual urban transportation big data from a life cycle analysis perspective.

### **3. Marketing and Consumption**

#### **Marketing and consumer behavior**

Ertz (2020c) provides a comprehensive introduction and comment on “Marketing 4.0: Moving from Traditional to Digital.” Finally, Ertz (2021b) offers numerous examples and practical

advice on the responsible consumer and the green market, responsible positioning, sustainable competitive advantage, the mix of responsibility as well as the transformations of responsible marketing to move from traditional marketing strategy towards a responsible strategy.

Ertz, Jo, Kong, et al. (2021) examines the factors affecting consumers' mobile shopping (m-shopping) intentions in China and the United States by using the hedonic-motivation system adoption model. Ertz, Jo, Karakas, et al. (2021) draws on the Yin-Yang Balancing theory and the construct of tolerance for contradiction (i.e., the tolerance for inconsistency and resolution among contrasts) to explain differences in the effectiveness of two-sided ads. Salem et al. (2021) assess the potential for reducing electricity consumption in response to demarketing strategy and moderating effects of key consumer characteristics predispositions in the Gaza Strip of Palestine. Tandon et al. (2021) examines virtual-try-on technology, return policy, and pay-on-delivery mode of payment as predictors of trust in an online context. Bhutto et al. (2021) apply an extended theory of planned behavior to empirically investigate consumers' intentions in Pakistan to purchase energy-efficient appliances. Tandon et al. (2020) develop a theoretical model that highlights the determinants of actual social media usage for travel planning by combining theoretical frameworks from the marketing, psychology, and information systems literature. Ertz, Sarigöllü, et al. (2021) explores the Impact of TV dramas on consumers' travel, shopping, and purchase intentions. Rodier et al. (2017) explore the potential spillover effects between categories of responsible food products.

Hallegatte & Ertz (2019) argue that deception can undermine the validity of research results in some research contexts. It proposes a cost-benefit approach rather than a systematic use of deception in marketing experiments. It exposes the ethical and methodological weaknesses of deception at a micro and macro level and proposes less costly methods to control demand artifacts.

### **Reconfigurations of the merchant exchange**

Ertz et al. (2020) discuss the reconfigurations of the merchant exchange from the perspective of initiatives of small-medium organizations and consumers. Finally, Durif et al. (2016) propose a Second-Hand Economy Index to measure Canadians' second-hand practices and

their impact on the Canadian economy. It also reviews the growing significance of the second-hand economy, the interaction between it and the new goods marketplace, and the resulting contribution to economic activity and consumer well-being.

### **Impact of Covid-19**

Trespeuch et al. (2020) mobilize different theoretical approaches to question the possible influence of this crisis on consumer behavior. Recommendations aimed as much at citizens as at public decision-makers or private managers are proposed to draw the contours of a more socially acceptable post-Covid-19. Ertz (2020e) analyzes how consumer behavior changed during the pandemic and reconfigured commercial exchanges. Quenum & Ertz (2020) presents coping strategies in consumption during the COVID-19 crisis. In particular, it develops how these strategies would make it possible to move towards more responsible consumption. Finally, Ertz (2020d) reveals how the COVID-19 pandemic could be a catalyst for the reconfigurations of market exchange through responsible consumption.

### **Waste management**

Ertz, Favier, et al. (2021) explores the consumers' determinants and intentions that influence overall waste minimization behaviors of consumers by augmenting the theory of planned behavior with additional variables, including environmental concern, perceived consumer effectiveness, and perceived lack of facilities. The research provides waste minimization insights to firms and consumers. Finally, Kopaei et al. (2021) take Iran as a study case to predict home composting intentions. It examines the influence of variables pertaining to the theory of planned behavior, the value-belief-norm framework, and the technology acceptance model.

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