



University of Cyprus
Department of Business and
Public Administration

The Department of Business and Public Administration

invites you to a guest lecture

by

Professor Dirk C. Moosmayer

**KEDGE Business School in Bordeaux
France**

**“When consumer nationalism meets responsibility in the
Global South – A cosmopolitan perspective on
sustainability responsiveness of Chinese consumers”**

The lecture will take place on

**Wednesday, September 20th, 2023
12:00– 13:00**

Place: Room 131 (1st floor), Building: FEB 01

Abstract:

The dominant lens in understanding consumer response to supply chain sustainability locates brands and consumers in the Global North, and production and sustainability violations in the Global South. We ask how consumer perceptions of sustainability violations change, when consumption and production are both in the Global South. We develop a cosmopolitan theory framework distinguishing ethnocentrism (e.g. Riefler, Diamantopoulos, & Siguaw, 2012) from aesthetic cosmopolitanism (the experience being global) and moral cosmopolitanism (the responsibility being global) (Emontspool & Georgi, 2017). While it seems theoretically convincing that moral cosmopolitanism, i.e. feeling responsible for every human, is a core driver for Western consumers feeling responsible for workers in the Global North, this might shift in the Global South (Moosmayer, Chen, & Davis, 2019). Logically, ethnocentrism and a focus on the own country seem drivers of consumers consideration of production conditions, when production happens in the own country. Specifically, we explore how Chinese consumers differ in their response to social and environmental violations of a Chinese global brand compared to a global brand from the Global North in the smartphone market. Methodologically, we combine experimental group design with a discrete choice approach. Respondents were assigned to a violation condition by either the Global North brand or the Global South brand and exposed to a related textual stimulus. Then, respondents performed a sorting task ordering smartphones with

different prices, brands, colors and memory sizes by personal preference. Finally, we administered consumer ethnocentrism, aesthetic and moral cosmopolitanism scales. Performing conjoint analyses allowed quantifying the brand value. Regression analysis helped assessing the impact different violations on brand value and understanding the impact of consumer cosmopolitanism. Preliminary analyses of 218 Chinese consumer responses suggests that ethnocentric Chinese consumers expect higher standards from their 'own' brand than from foreign players. Increased moral cosmopolitan attitudes would result in reduced brand preference for the Global Northern brand. We further develop the theoretical contribution with regard to the differentiated cosmopolitan thinking on which the theoretical and empirical lenses build. In addition, we elaborate on implications for a more nuanced responsibility debate that distinguishes if 'my' consumption causes harm primarily to 'you' or to 'myself'.

References:

- Emontspool, J., & Georgi, C. (2017). A cosmopolitan return to nature: How combining aesthetization and moralization processes expresses distinction in food consumption. *Consumption Markets & Culture*, 20(4), 306–328.
- Moosmayer, D. C., Chen, Y., & Davis, S. M. (2019). Deeds not words: A cosmopolitan perspective on the influences of corporate sustainability and NGO engagement on the adoption of sustainable products in China. *Journal of Business Ethics*, 158, 135-154.
- Riefer, P., Diamantopoulos, A., & Siguaw, J. A. (2012). Cosmopolitan consumers as a target group for segmentation. *Journal of International Business Studies*, 43(3), 285–305.

Dr Dirk C Moosmayer is Professor of Sustainability and Strategy at KEDGE Business School in Bordeaux, France. He earned his PhD at the University of Hannover with a work on management academics' intentions to influence the normative values of firms, students and other stakeholders around them. Prior to joining KEDGE, Dirk worked eight years at the University of Nottingham Ningbo China and held visiting positions globally including Imperial College London. His research focusses on integrating firm, consumer, and civil society perspectives around responsible management and supply chain responsibility. Recent work focuses on understanding how Chinese consumers consider social and environmental concerns in their choices between domestic and foreign brands. He is further interested in Responsible Management Learning & Education. He was associate editor to the *Academy of Management Learning & Education* (2015-17) and currently serves as Expert Pedagogy Group (ExPeG) representative to the United Nations Principles of Responsible Management Education's (PRME) project on effective responsible leadership education, the Impactful 5 (<https://linktr.ee/i5project>). He further serves on the editorial boards of *Journal of Business Ethics*, *Business & Society*, and *Journal of Management Inquiry*. For more details see: <https://student.kedge.edu/faculty-directory/dirk-moosmayer>

THE LECTURE IS OPEN TO THE PUBLIC