

Toward a Communicative View on Sustainability

Michael Hartmann
University of Applied Science Coburg

Cite as:

Hartmann Michael (2024), Toward a Communicative View on Sustainability.
Proceedings of the European Marketing Academy, 53rd, (119793)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Toward a Communicative View on Sustainability

Abstract

Organizations pursuing to act sustainable face the challenge of communicating their endeavor effectively. Although research has contributed to the advancement of our understanding of sustainability communication, recent works emphasize the need to apply a more holistic approach that counts for the interactive nature of communicative processes. By drawing on Habermas' theory of communicative action, we shed light on the complexities and struggles actors face when engaging in such processes. We propose that sustainability comes into being through the illocutionary force of speech acts and we describe a state of unsecureness about the communication in place we term pseudo sustainability. In doing so, we highlight the role of the receiver of a communicative act.

Subject Areas: *Business-to-Business Marketing, Marketing Strategy, Sales Force*

Track: Social Responsibility & Ethics