

# The transformation of marketing practices to integrate the planetary boundaries

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# THE TRANSFORMATION OF MARKETING PRACTICES TO INTEGRATE THE PLANETARY BOUNDARIES

## Abstract:

If marketing research has adapted to sustainability issues, practices largely remain tied to a sustainable development paradigm. However, with worsening environmental challenges, more researchers are calling to place planetary boundaries at the core of organizational practices. Yet, while the ambition is clear, companies seeking such transformation often lack the tools, processes, and resources to achieve it. Our study focuses on transforming marketing practices through a regenerative lens, aligning organizational activities with living systems. Through a longitudinal case study of a company shifting its orientation, we analyze the phases of the transformation process, the organizational tensions, and strategies to address them. Results reveal a structured process across stages, from exiting degenerative markets to reconfiguring marketing practices.

*Key words: marketing practices transformation; marketing and regenerative model ; marketing and planetary boundaries.*

*Track selected: Social Responsibility & Ethics.*