

Recent publications on sustainable consumption

Balderjahn, I., Seegebarth, B., and Lee, M.S.W. (2020). Less is more! The rationale behind the decision-making style of voluntary simplifiers, *Journal of Cleaner Production*, <https://doi.org/10.1016/j.jclepro.2020.124802>.

Hüttel, A.; Balderjahn, I.; Hoffmann, S. (2020): Welfare Beyond Consumption: The Benefits of Having Less. *Ecological Economics* 176 (2020), 106719.

Ziesemer, F.; Hüttel, A.; Balderjahn, I. (2019): Pioneers' Insights into Governing Social Innovation for Sustainable Anti-Consumption. *Sustainability* 11 (23), S. 6663- 6679. DOI: 10.3390/su11236663

Balderjahn, I., Lee, M.S.W., Seegebarth, B., Peyer, M. (2020): A Sustainable Pathway to Consumer Wellbeing. The Role of Anticonsumption and Consumer Empowerment, in: *Journal of Consumer Affairs*, 54 (2), 456-488.

Balderjahn, I., Hüttel, A. (2019): Why Consumers Buy Sustainably: The Role of Personal Values, *Marketing ZFP – Journal for Research and Management*, 41(1), 24-38.

All publications on sustainable consumption

Balderjahn, I., Seegebarth, B., and Lee, M.S.W. (2020). Less is more! The rationale behind the decision-making style of voluntary simplifiers, *Journal of Cleaner Production*, <https://doi.org/10.1016/j.jclepro.2020.124802>.

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Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K.-P., Weber, A. (2018): The many faces of sustainability-conscious consumers: A category-independent Typology, in: *Journal of Business Research*, 91, 83-93.

Hoffmann, S.; Balderjahn, I.; Seegebarth, B.; Mai, R.; Peyer, M. (2018): Under Which Conditions Are Consumers Ready to Boycott or Buycott? The Roles of Hedonism and Simplicity, *Ecological Economics*, 2018 (147), 167-178.

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