

Publikationsliste von Florence Ziesemer

Zeitschriften

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

<https://doi.org/10.3390/su11236663>

Gossen, M., Ziesemer, F., Schrader, U. (2019). Why and How to Do Marketing for Sufficient Consumption: A Systematic Literature Review. *Journal of Macromarketing*, 39(3) 252-269.

<https://doi.org/10.1177/0276146719866238>

Hüttel, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2018). To Purchase or Not? Why consumers make economically (non-)sustainable consumption choices. *Journal of Cleaner Production*, 174, 827-836.

<https://doi.org/10.1016/j.jclepro.2017.11.019>

Ziesemer, F., Peyer, M., Klemm, A., Balderjahn, I. (2016). Die Messung von nachhaltigem Konsumbewusstsein: Ein ganzheitlicher Blick auf Nachhaltigkeit. *Ökologisches Wirtschaften*, 31(4), 24–26.

Konferenzbeiträge

Gossen, M.; Ziesemer, F.; Schrader, U. (2018): Business marketing to promote sufficient consumption: a systematic literature review. *Proceedings of the SCORAI Sustainable Consumption Research and Action Initiative Conference*, Copenhagen, 2018.

Ziesemer, F.; Klemm, A.; Peyer, M.; Balderjahn, I. (2017): "I tried sustaining myself by reducing my needs": The role of responsibly handling financial resources in sustainable consumption. *SustEcon Conference*, Berlin, 2017.

Klemm, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2017). Sharing in the private sphere: People's means-end chains behind their motivation to borrow (not) from others. In J.-C. Andreani & U. Collesei (Eds.), *Proceedings of the 45th European Marketing Association Conference*, Groningen, 2017.

Ziesemer, F., Klemm, A., Peyer, M., Balderjahn, I. (2016): Pioneers confidential: Tools for policy interventions in selected anti-consumption patterns, *Proceedings of the International Centre for Anti-Consumption Research Symposium*, Melbourne, 2016.

Klemm, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2016). Buying less, sharing more? Comparative analysis of downshifting and collaborative consumption practices. *Poster presentation at the 45th European Marketing Association Conference*, Oslo 2016.

Klemm, A., Ziesemer, F., Peyer, M., Balderjahn, I. (2016): Why do they care? Consumer's means-ends chains behind (non-)sustainable consumption patterns, *International Sustainability Transitions Conference*, Wuppertal, 2016.

Sammelwerke

Peyer, M., Ziesemer, F., Balderjahn, I., & Klemm, A. (2017). Die Messung des nachhaltigen Konsumbewusstseins mit der CSC Skala: Ein trilateraler Vergleich zwischen Polen, Russland und Deutschland. In M. Heinemann & J. Słodczyk (Eds.), *Politics vs. Economics. Consequences and Economic Challenges for the East-West Partnership*. Potsdam: WeltTrends.