# Litteraturliste FoU Adfærdsnormer i et bæredygtigt perspektiv

* Journal of Marketing 2019, Vol. 83(3) 22-49: How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework by Katherine White, Rishad Habib, and David J. Hardisty
* Metode og Forskningsdesign 2013, nr.1: Nye medier, nye metoder, nye etiske udfordringer af Malene Charlotte Larsen og Louise Nørgaard Glud.
* Journal of Consumer Behavior, June 2020: Social norms and plastic avoidance: Testing the theory of normative social behavior on an environmental behavior, by Kim Borg, Jim Curtis, Jo Lindsay.
* Psychological Science, 5 March 2010, Do Green Products Make Us Better Perople? By Nina Mazar and Chen-Bo Zhong
* Journal of Business Research 137 (2021) 182-193, Does sustainability sell? The impact of sustainability claims on the success of national brands’ new product introductions, by Jenn van Doorn, Hans Risselada, Peter C. Verhoef
* Food Policy 101 (2021) 102036, Interested, indifferent or active information avoiders of carbpn labels: Cognitive dissonance and ascription of responsibility as motivating factors, by Anna Kristina Edenbrandt, Carl Johan Lagerkvist, Jonas Nordström
* Landbrug og Fødevarer: Analyse af danskernes syn på klima og bæredygtighed. Markedsanalyse, Forbrugerøkonomi & Statistik
* Journal of Consumer Behavior, September 2020, Signalling green: Investigating signals of expertise and prosocial orientation to enhance consumer trust, by Jennifer L.Stevens, Tyler Hancock
* Nudge: Improving Decisions about Health, Wealth, and Happiness”, Richard Thaler og Cass Sunstein, 2008
* At tænke - hurtigt og langsomt, Daniel Kahneman, 2011
* Interested, indifferent or active information avoiders of carbon labels: Cognitive dissonance and ascription of responsibility as motivating factors, Anna Kristina Edenbrandt, Carl Johan Lagerkvist, Jonas Nordström, 2021
* Nudging, Pelle Guldborg Hansen, Karsten Schmidt og Andreas Maaløe Jespersen, udgivet i ”Adfærdsdesign” Plurafutura Publishing, 2017
* Jytte fra Marketing er desværre gået for i dag, Morten Münster, Gyldendal Business 2017