

# Department of Marketing



## Research Seminars Series

### Martin Mende, Arizona State University (US)

November 27, 2025 | 12:00 - 14:00 | AD.0.090 Sitzungssaal 6

#### Marketing Research and Major Challenges of the Future: Technology and Sustainability

**Abstract:** This presentation will discuss a set of empirical studies focusing on some of the major challenges of the future, namely (a) technological evolution and (b) the marketing-sustainability interface. The first project is inspired by the reality that technological evolution profoundly shapes consumers' interactions and experiences in the marketplace. Sophisticated technologies like AI, augmented reality, and smart devices can make interactions more seamless and intuitive. In parallel, businesses need to innovate continuously and engage consumers through technology-enhanced touchpoints that blend physical and digital experiences effectively. Against this background, we discuss findings from a series of experimental studies on how consumers perceive and respond to frontline cyborgs. Another major challenge is sustainability and environmental protection. Thus, the second project examines a novel way how consumers can be encouraged more effectively to engage in sustainable consumption practices.