Branding RIG: Conscious Branding & Consumerism (CBC)

About the Branding RIG: CBC

The Conscious Branding & Consumerism (CBC) RIG is a global thought leadership hub advancing research, innovation, and collaboration at the intersection of branding, AI, technology, sustainability, and consumer behaviour. **Our mission** is to explore how brands drive positive societal impact, ethical marketing, and responsible consumerism, leveraging emerging technologies to enhance transparency, engagement, and long-term sustainability.

Our primary goal is to promote research, thought leadership, and collaboration in branding, ethics, and sustainability, focusing on how brands influence consumer decisions, corporate responsibility, and the broader sustainability agenda. The RIG bridges academia, industry, and policy to develop branding strategies aligned with ethical consumerism, digital transformation, and the UN Sustainable Development Goals (SDGs).

Objectives

Advance Research & Thought Leadership – Drive innovative research in branding, AI, sustainability, and consumer behaviour, integrating ethical and responsible branding practices aligned with SDGs.

Facilitate Cross-Disciplinary Collaboration – Connect academics, industry leaders, and policymakers to develop branding strategies that promote social and environmental responsibility.

Bridge Academia & Industry – Translate research into real-world branding applications, shaping corporate strategies, ethical marketing, and sustainable consumer engagement.

Support Next-Gen Scholars & Early-Career Researchers – Provide mentorship, funding support, and career development opportunities for PhD students and early-career researchers.

Enhance Industry & Policy Engagement – Collaborate with global brands, NGOs, and policymakers to establish ethical branding guidelines and advocate for responsible marketing policies.

Mentor & Support Research Grants – Assist scholars in securing funding opportunities, developing research proposals, and connecting with industry sponsors.

Disseminate Knowledge & Shape the Future of Branding – Publish research reports, white papers, and thought leadership pieces, making academic insights accessible and impactful for both industry and society.

Join CBC RIG & Lead the Future of Branding & Consumerism!

Connect with a global network of scholars, industry leaders, and policymakers.
Access cutting-edge research on branding's role in responsible consumer behaviour, AI, and sustainability.
Engage in exclusive events, collaborative projects, and publication opportunities.
Influence industry policies and shape the future of branding.

Join **Conscious Branding & Consumerism (CBC)** Today – https://euromedacademy.org/network/
Shape the Future of Branding & Consumerism!