

CONFERENCE PROGRAMME BOOKLET

Generative AI in Sustainable Marketing and Consumer Wellbeing

DATE

18 August 2026
Tuesday

TIME

9:00am to 5:30 pm

VENUE

WK-N203,
PolyU West Kowloon
Campus

MODE

Hybrid
On-site and online via Zoom

Zoom link:

[https://cpce-polyu.zoom.us/j/97137184947?
pwd=CaBqCjnpdjHLUuZzpPJtbj1O5E9zES.1](https://cpce-polyu.zoom.us/j/97137184947?pwd=CaBqCjnpdjHLUuZzpPJtbj1O5E9zES.1)

LANGUAGE

English

FEE

Free

Conference on Generative AI in Sustainable Marketing and Consumer Well-being: Promises, Challenges and Future Research Directions

Sustainable marketing is a marketing practice promoting products and services in a way that considers the impacts on individuals, society, and the environment. It aims to meet the needs of consumers while ensuring that future generations can meet their own needs, emphasising ethical practices, responsible consumption, and long-term ecological balance. It goes beyond promoting eco-friendly products and encompasses a holistic strategy that considers the long-term impacts of marketing activities. By adopting sustainable marketing, businesses can support the United Nations' SDGs, particularly SDG-3 (Good Health and Well-Being) and SDG-12 (Responsible Consumption and Production), while fostering meaningful stakeholder relationships.

Advances in Generative AI (GenAI) are revolutionising marketing strategies. AI can drive sustainable marketing by promoting sustainable practices, hyper-personalising customer experiences, and enhancing program effectiveness and efficiency. While GenAI offers benefits for sustainable marketing, it also poses challenges that could harm consumer well-being. Research is essential for developing frameworks that ensure both effective and responsible use of AI and for comprehending the economic and social implications of AI-driven marketing. The marketing field is at a critical point where technological innovation must be balanced with sustainable and ethical considerations. Generative AI has the potential to significantly impact marketing strategies, but its use requires a thorough understanding of its broader implications. While commercial marketers increasingly incorporate GenAI into their marketing strategies, scholars encounter challenges in keeping pace with technological advancements and identifying research gaps in leveraging its potential, challenges, and implications for sustainable marketing and consumer well-being.

This conference focuses on emerging research directions in applying GenAI in sustainable marketing, featuring distinguished speakers, international scholars, and senior professionals renowned in the field of AI-driven sustainable marketing. The organising committee comprises a team of marketing researchers from different institutions, with research centred on sustainable marketing and consumer well-being. The conference will create a platform for academics, practitioners, and stakeholders to exchange insights, foster collaborations, and identify new research opportunities, aiming to advance scholars' research capabilities to promote consumer and social well-being in the GenAI era.

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Conference Programme: Morning Sessions

Time	Agenda
09:00 – 09:15	Registration and Reception
09:15 – 09:20	Welcoming Remarks Professor Ricky Y. K. CHAN Professor and Associate Dean (Education) College of Professional and Continuing Education The Hong Kong Polytechnic University
09:20 – 09:30	Group Photos
09:30 – 10:10 Keynote Speech I	<i>Generative AI and the Future of Social Change: Opportunities, Risks, and Research Gaps for Social Marketing Practice</i> Professor Sharyn Rundle-Thiele Social Marketing @ Griffith, Griffith University, Australia
10:10 – 10:50 Keynote Speech II	<i>The Opportunity and Challenge of GenAI-Powered Phygital Service Experiences</i> Professor Herman Tse Monash Business School, Monash University, Australia
10:50 – 11:00	Q&A Session
11:00 – 11:20	Coffee Break
11:20 – 12:00 Keynote Speech III	<i>Explore Research Gaps and Emerging Research Directions in Consumer Insights in the GenAI Era</i> Professor Carlos Flavián University of Zaragoza, Spain
12:00 – 12:40 Keynote Speech IV	<i>AI, Ethics, and Climate Action: Bridging Legal, Research, and Practitioner Perspectives</i> Jeawon Kim (PhD) United Nations Climate Technology Centre and Network (CTCN) Professor Stephen Minas Peking University Former chair of United Nations CTCN Advisory Board and the UNFCCC Technology Executive Committee
12:40 – 12:50	Q&A Session
13:00 – 14:15	Lunch and Networking

Conference Programme: Afternoon Sessions

Time	Agenda
14:15 – 15:45	Research Workshops 1 - 4
15:45 – 16:00	Coffee Break
16:00 – 17:30	Research Workshops 5 - 8
17:30	Conference Adjournment

Research workshops 1 and 7 are training workshops.

Research workshops 2 - 6 and 8 are paper development and publishing workshops. These interactive sessions support participants in sharpening research ideas into publishable papers. Using selected examples and peer discussion, participants will examine how to frame a clear contribution, position a study within existing literature, and communicate its value to reviewers and editors.

The sessions will be guided by three questions: What is the central problem the paper addresses? What does the study add beyond what is already known? How can the contribution be communicated clearly to the intended journal audience?

Conference Programme: Afternoon Sessions

WORKSHOP 1

Co-Create-Build-Engage Workshop (How to Apply Marketing for Impact)

Venue: N203

Time: 14:15–15:45

Facilitator: **Prof Sharyn Rundle-Thiele**; Co-host: **Dr Daisy Lee**

In social marketing practice, there is no all-encompassing approach that guides researchers and practitioners to build theory-driven social marketing interventions. In this workshop, participants will understand the Co-create, Build, and Engage (CBE™) process. Co-create–Build–Engage process offers a roadmap for marketing application, including outlining when and where social marketing's eight benchmark principles have been applied. Participants will explore how human-centered design can be harnessed to drive meaningful and lasting social change.

WORKSHOP 2

Paper Development and Publishing Workshop

Venue: S213

Time: 14:15–15:45

Facilitator: **Prof Herman Tse**; Co-host: **Dr Edmund Wut**

No.	Authors	Affiliation(s)	Paper Title
1	Linh Nguyen Duy Yen Duy Dang-Pham Huy Truong Quang	RMIT University, Vietnam	AI-Mediated Value Co-Creation as a Conditional Process in Hospitality Service Ecosystems
2	Siming Chen	Anhui Xinhua University	When Customers Trust AI More Than Bank Employees: Exploring the Impact of AI-Generated Financial Misinformation on Frontline Service in Retail Banking
3	Joseph Lok-Man Lee Noel Yee-Man Siu Shun Mun Helen Wong Calvin Cheng Simon Sheung-Man Yuen Hon-sun Chiu	The Hong Kong Polytechnic University (CPCE); Hong Kong Baptist University	Leveraging Artificial Intelligence to Mitigate Service Failures with Consumers' Ambivalence in Travel Services
4	Blair Tianyi Lu Rita Yi Man Li	Hong Kong Shue Yan University	Digital Presentation and Second-Hand Residential Online Marketing: A Generative AI Approach

WORKSHOP 3

Paper Development and Publishing Workshop

Venue: N213

Time: 14:15–15:45

Facilitators: **Prof Stephen Minas** and **Jeawon Kim (PhD)**;

Moderator: **Dr Catherine Cheng**

No.	Authors	Affiliation(s)	Paper Title
1	Ravi Shankar Bhakat	IIM Shillong	One Algorithm, Many Cultures: How GenAI Echo Chambers Threaten Sustainable Consumption in Asia
2	Rachel Liao Yue Yin	Hong Kong Shue Yan University	The Economics of AI-Driven Consumer Analytics: Privacy, Autonomy, and Welfare in Digital Markets
3	Dinarti Tarigan Sabrina Salsabila	President University, Indonesia	The Double-Edged Sword of AI Transparency: Carbon Footprint Disclosure in Sustainable Marketing

WORKSHOP 4

Paper Development and Publishing Workshop

Venue: S215

Time: 14:15–15:45

Facilitators: **Prof Carlos Flavián**; Co-host: **Dr Yanke Wang**

No.	Authors	Affiliation(s)	Paper Title
1	Mariam Abobasha Noha El-Bassiouny Hagar Adib Melike Demirbag Kaplan	German University in Cairo; German International University in Berlin	Perceived Bias in AI-Generated Advertising: The Role of Identity Threat in Shaping Perceived Fairness and Consumer Responses
2	Fung Yi Ning Daisy Lee	The Hong Kong Polytechnic University (CPCE)	From Text to AI Micro-Drama: A Conceptual Framework for Consumer Media Migration, Cognitive Lock-in, and Sustainable Marketing Implications
3	Wei Hutchinson Tianhao Yang	Imperial College London ESCP Business School	When AI Assumes Too Much: Moralised Personalisation in GenAI-Enabled Sustainable Recommendations
4	Mei Mei Lau Daisy Lee June Ching Yan Fung Ray Yiu Keung Kwok Calvin Wan	The Hong Kong Polytechnic University (CPCE) University of Reading	When AI speaks like a celebrity: The effects of voice source and product type on consumer responses to AI ordering assistants

WORKSHOP 5

Paper Development and Publishing Workshop

Venue: N203

Time: 16:00–17:30

Facilitator: **Prof Sharyn Rundle-Thiele**; Co-host: **Dr Daisy Lee**

No.	Authors	Affiliation(s)	Paper Title
1	Kusdiana Lusi Kartikasari	The Ministry of Tourism of the Republic of Indonesia	When GenAI Meets the Consumer Experience Gap: Evidence from Indonesia's Government Digital Tourism Platform
2	Yu Chen	State University of New York, Farmingdale State College	Generative AI as a Sustainable Marketing Infrastructure for Consumer Preventive Self-Care
3	Ray Yiu Keung Kwok Mei Mei Lau June Ching Yan Fung Eunice Pui Yee Chan Ricardo Hao Yu Li Mensch Ho Wan Kam	The Hong Kong Polytechnic University (CPCE)	From “Guilt on the Plate” to “AI in the App”: Stakeholder-Informed Human–AI Intervention Design for Reducing Restaurant Food Waste

WORKSHOP 6

Paper Development and Publishing Workshop

Venue: S213

Time: 16:00–17:30

Facilitator: **Prof Herman Tse**; Co-host: **Dr Edmund Wut**

No.	Authors	Affiliation(s)	Paper Title
1	Tai Ming Wut Man Lung Jonathan Kwok	The Hong Kong Polytechnic University (CPCE)	AI washing: Scale development and validation
2	Calvin Cheng Daisy Lee Yi Ning Fung Yiu Keung Ray Kwok	The Hong Kong Polytechnic University (CPCE)	The Role of Generative AI Support in the Adoption of Digital Banking Services in Hong Kong
3	Yinghao Zhang Barbara Duffek	J. Mack Robinson College of Business, Georgia State University	Who Is Behind the Fake? An Identity-Based Typology and Conceptual Framework of Deepfakes in Marketing

WORKSHOP 7

Future Research Topic Ideation Training

Venue: N213

Time: 16:00–17:30

Facilitators: **Prof Stephen Minas** and **Jeawon Kim (PhD)**

Moderator: **Dr Catherine Cheng**

This session invites participants to move beyond current applications of Generative AI and identify research questions that matter for sustainable marketing, consumer well-being, policy, and technology. Participants will explore emerging tensions, overlooked actors, and real-world implementation challenges to develop researchable topics.

Discussion will centre on three questions:

- What do we want Generative AI to generate - knowledge, action, or wider social movement?
- For whom are these outcomes intended?
- What important consequences or research questions remain insufficiently understood?

WORKSHOP 8

Paper Development and Publishing Workshop

Venue: S215

Time: 16:00–17:30

Facilitators: **Prof Carlos Flavián**; Co-host: **Dr Yanke Wang**

No.	Authors	Affiliation(s)	Paper Title
1	Amy Wong Yao Jingxian	School of Business, Singapore University of Social Sciences	How Perceived Morality and Ethics of Virtual Influencers Foster Consumer Well-Being and Behavioural Outcomes
2	Man Lai Cheung Ludwig M. K. Chang Kelvin C. Y. Lai	Tung Wah College Hong Kong Baptist University	The Path to Adoption: Examining Satisfaction and Trust in Students' Use of AI-Generated Learning Materials
3	Shibahathulla T K Mohammed Ashraf Ali	DepaAligarh Muslim University, Aligarh, India	Beyond Transparency: Responsible Generative AI Marketing and Sustainable Consumer Well-being: A Multi-Theory Framework and Research Agenda

WELCOMING REMARKS

PROFESSOR RICKY CHAN

The Hong Kong Polytechnic
University (CPCE)



● BIOGRAPHY

Prof. Ricky Chan is the Associate Dean (Education) and Professor of the Division of Business and Hospitality Management at the College of Professional and Continuing Education of The Hong Kong Polytechnic University (PolyU CPCE).

Ricky's research interests lie in green consumption, consumer ethics, and environmental strategies. He is included on Research.com's list of Best Business and Management Scientists (world's top 1%). Since 2020, he has also been included on Elsevier BV/Stanford University's list of the top 2% scientists in the world across all disciplines. According to a study published in the Australasian Marketing Journal in 2017 (Vol. 25, No. 2, pp. 85-96), he was ranked as the world's 2nd and 3rd most influential author in green consumer research in terms of "total articles" and "total citations" respectively. Ricky also received research awards from Emerald, including the Outstanding Paper Award in 2015, Highly Commended Paper Award in 2006, and the Citation of Excellence in 2004. Furthermore, he was honoured with AUT's Faculty of Business, Economics and Law Research Team Award in 2021, and the Best Reviewer Award by Psychology and Marketing in 2023. He is currently serving as a Detailed Assessor for the Australian Research Council.

- The speaker biography is arranged in alphabetical order of surname.

KEYNOTE SPEAKER

PROFESSOR CARLOS FLAVIÁN

University of Zaragoza,
Spain



● TOPIC OF KEYNOTE

Exploring Research Gaps and Emerging Research Directions in Consumer Insights in the GenAI Era

● BIOGRAPHY

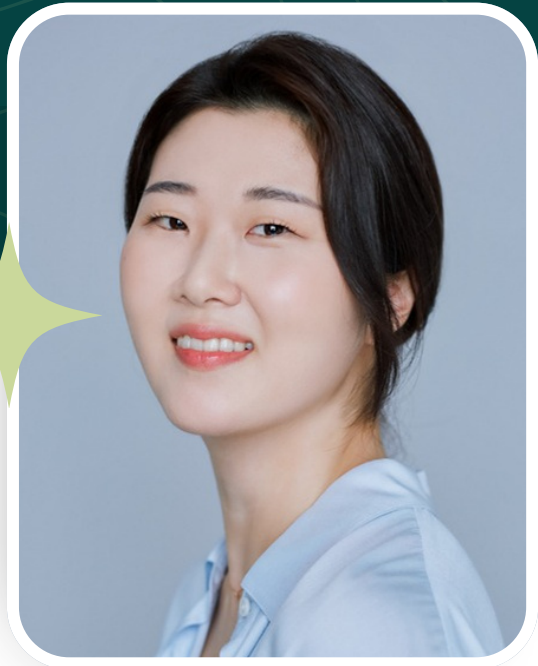
Professor Carlos Flavián (Professor of Marketing, University of Zaragoza; Spain) leads the METODO Research Lab. His research primarily focuses on human-technology interactions, spanning from internet use to Industry 4.0 technologies like generative artificial intelligence, virtual reality, augmented reality, and service robots. In particular, he analyses users' perceptions, intentions, and actual behavior with new technologies, paying special attention to the lights and shadows of these interactions. Clarivate recognized him as a Highly Cited Researcher in 2023-24-25, and the Stanford University List ranked him as Spain's most impactful marketing author, placing him at 64th worldwide. He is Editor-in-Chief of the International Journal of Consumer Studies, has an h-index of 88, and has nearly 50,000 citations on Google Scholar.

- The speaker biography is arranged in alphabetical order of surname.

KEYNOTE SPEAKER

**JEAWON KIM
(PHD)**

**Climate Technology Centre and
Network, United Nations
Environment Programme**



● TOPIC OF KEYNOTE

**AI, Ethics, and Climate Action: Bridging
Legal, Research, and Practitioner
Perspectives**

● BIOGRAPHY

Current capacity building and network engagement specialist at the United Nations Environment Programme's Climate Technology Centre and Network (CTCN), they work at the intersection of climate innovation, partnerships, and behavior change. Since 2022, she supported developing countries in strengthening climate technology ecosystems through collaborative, demand-driven approaches. She serve as a focal point to the UNFCCC's #AI4ClimateAction initiative at CTC. Previously, she served as a postdoctoral research fellow at the National Institute of Green Technology (2020-2022), advancing research on climate technology and finance innovation. From 2016 to 2020, she worked as a research fellow in Social Marketing at Griffith University, applying behavioral science and marketing principles to drive societal change, with a focus on environmental action and sustainable development outcomes.

- The speaker biography is arranged in alphabetical order of surname.

KEYNOTE SPEAKER

PROFESSOR STEPHEN MINAS

**Peking University,
China**



● TOPIC OF KEYNOTE

**AI, Ethics, and Climate Action: Bridging
Legal, Research, and Practitioner
Perspectives**

● BIOGRAPHY

Dr Stephen Minas is a professor of law at Peking University School of Transnational Law at Peking University's Shenzhen campus. Stephen works on climate law and policy, including in recent years a focus on AI.

Stephen is a former chair of the Climate Technology Centre and Network Advisory Board and the UNFCCC Technology Executive Committee and is recently a member of the team of the Cyprus Presidency of the Council of the EU for international climate negotiations.

- The speaker biography is arranged in alphabetical order of surname.

KEYNOTE SPEAKER

**PROFESSOR
SHARYN
RUNDLE-THIELE**

**Griffith University,
Australia**



● TOPIC OF KEYNOTE

Generative AI and the Future of Social Change: Opportunities, Risks, and Research Gaps for Social Marketing Practice

● BIOGRAPHY

Professor Sharyn Rundle-Thiele is an internationally recognised social marketing scholar and change scientist. She is a Professor at Griffith University. Sharyn founded Social Marketing @ Griffith, which today is a vibrant centre dedicated to research and developing behavioural change. Professor Rundle-Thiele's research focuses on designing, implementing, and evaluating behaviour change interventions addressing complex social problems, including public health, environmental sustainability, and community safety. She has led numerous industry-funded and government-commissioned projects and has published extensively in leading international journals. Her work is characterised by rigorous mixed-method evaluation, participatory co-design, and a strong focus on generating policy and practical impact.

- The speaker biography is arranged in alphabetical order of surname.

KEYNOTE SPEAKER

PROFESSOR HERMAN TSE

**Monash University,
Australia**



● TOPIC OF KEYNOTE

**The Opportunity and Challenge of GenAI-
Powered Phygital Service Experiences**

● BIOGRAPHY

Dr Herman Tse (SFHEA, FIML, ANZAM-F, FCEBMA) is a Professor of Organisational Behaviour at Monash University, Australia (ranked 36th in the 2026 QS World University Rankings). His research focuses on leadership effectiveness, emotions in workplace relationships, human-AI-robot collaboration, and employee well-being. He has authored more than 80 publications, including articles in leading academic journals, conference proceedings, book chapters, and industry reports, and has secured over HK\$2.5 million in research funding from international funding bodies, governments and industry partners. He played a leading role in the development of Victoria's Human-Robot Collaboration Framework in Australia.

- The speaker biography is arranged in alphabetical order of surname.

Publication Opportunity



AUSTRALASIAN MARKETING JOURNAL SPECIAL ISSUE ON GENERATIVE AI IN SUSTAINABLE MARKETING AND CONSUMER WELL-BEING

Guest Editors:

Dr Daisy Lee, daisy.lee@cpce-polyu.edu.hk

Prof Agnès Helme-Guizon, agnes.helme-guizon@univ-grenoble-alpes.fr

Dr Calvin Wan, k.wan@henley.ac.uk

Dr Songting Dong, songting.dong@unsw.edu.au

Themes and Topics of Interest for this call for papers include, but are not limited to:

- Balancing the benefits of AI-driven hyper-personalisation with the risks of algorithmic bias
- The impact of predictive data analytics on consumer autonomy, privacy concerns, and well-being.
- Leveraging GenAI to encourage responsible consumption and sustainable consumer choices.
- Cross-cultural and generational differences in consumer receptivity to AI-curated marketing.
- Identifying, measuring, and preventing "AI washing" and automated greenwashing in corporate social responsibility (CSR) communications.
- Transparency requirements and consumer trust regarding AI-generated sustainability content and data collection.
- Organisational governance, regulatory compliance, and ethical frameworks for responsible AI use in marketing.
- The positive and negative impacts of AI livestreamers, virtual influencers, AI avatars, and chatbots in sustainable marketing and consumer well-being.
- Maintaining brand integrity and authenticity when creating advertising and PR content with GenAI.
- Consumer acceptance, resistance, and scepticism towards AI-generated promotional content.
- Exploring the optimal balance between marketing automation and the essential "human touch" in stakeholder, B2B, or B2C relationships.
- Measuring the real-world impact of AI-generated content on sustainability practices and consumer behaviour.
- Bridging policy, ethics, research, and practitioner perspectives in sustainable or social marketing

Submission

Full-length paper submission deadline:

30th of November, 2026

Special issue information and submission:

<https://journals.sagepub.com/page/anz/special-issue-on-generative-ai-in-sustainable-marketing>

About the Journal

The Australasian Marketing Journal (AMJ) is the official journal of the Australian and New Zealand Marketing Academy (ANZMAC). It covers a variety of marketing issues of theoretical and practical relevance, with high readership across all stakeholders, including researchers at different career stages and with differing backgrounds, marketing practitioners, students, and policymakers. The journal is indexed in the Emerging Sources Citation Index, Scopus, and PsycINFO.

Organising Committee

Chairman

Professor Peter P. Yuen

Professor and Dean, College of Professional and Continuing Education, The Hong Kong Polytechnic University

Dr Helen Shun-mun Wong

Division Head of the Division of Business and Hospitality Management and Director of the Research Centre for Green Business (RCGB), College of Professional and Continuing Education, The Hong Kong Polytechnic University

Dr Daisy Suet-mui Lee

Senior Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Edmund Tai-ming Wut

Senior Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Mei-mei Lau

Senior Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Ka-man Carmen Sum

Senior Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Mei-seung Catherine Cheng

Lecturer, LC, SPEED, The Hong Kong Polytechnic University

Dr Yi-ning Elaine Fung

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Yiu-keung Ray Kwok

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Danista Khan

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Muhammad Sualeh Khattak

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Po-man Deborah Tse

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Yanke Wang

Lecturer, BHM, SPEED, The Hong Kong Polytechnic University

Dr Peggy Mei-lan Ng

Deputy Academic Director of Business Discipline, Vocational Training Council (VTC)

Dr Rita Yi-man Li

Associate Professor and Director of Sustainable Real Estate Research Center, Hong Kong Shue Yan University

Dr NG Holly Ching-yee

Assistant Professor of Teaching, School of Management, Tung Wah College.

Ms Fiona Huiyuan Wang

Research Assistant, SPEED, The Hong Kong Polytechnic University

Online Access & On-site Location

For Online Participants

Zoom access is available for keynote sessions only.

Zoom link: <https://cpce-polyu.zoom.us/j/97137184947?pwd=CaBqCjnpdjlHLUuZzPpPjBj1O5E9zES.1>

Please join 5 minutes before the keynote sessions begin.
Afternoon research discussion workshops are in person only.

For Onsite Participants

Venue: WK-N203, PolyU West Kowloon Campus

Address: 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong.

MTR: Yau Ma Tei Station, Exit B2, or Olympic Station, Exit D3.

Conference Contact

AI_mkt_conf@cpce-polyu.edu.hk

MTR Route to Conference Venue:

Take the MTR to Yau Ma Tei Station (Kwun Tong Line / Tsuen Wan Line). Exit B2.

Walk approximately 5–8 minutes to PolyU West Kowloon Campus (9 Hoi Ting Road).



Map of PolyU West Kowloon Campus: 9 Hoi Ting Road, Yau Ma Tei, Kowloon





THANK YOU

**Conference on Generative AI in Sustainable
Marketing and Consumer Well-being**

18 August 2026 | PolyU West Kowloon Campus

AI_mkt_conf@cpce-polyu.edu.hk

**[https://www.cpce-polyu.edu.hk/ai-marketing-
conf2026](https://www.cpce-polyu.edu.hk/ai-marketing-conf2026)**