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1. Guercini, S., Monteverde, G., Runfola, A., & Milanesi, M. (2025). To tell or not to tell? On the under communicating of sustainability in digital environments. *Business Strategy and the Environment*, 34(7), 8118-8133. <https://onlinelibrary.wiley.com/doi/epdf/10.1002/bse.70001>
2. Hinterhuber, A., & Khan, O. (2025). What drives sustainable procurement? Insights from the theory of planned behavior. *International Journal of Operations & Production Management*, 45(13), 28-52. <https://www.emerald.com/ijopm/article-pdf/45/13/28/10086330/ijopm-02-2024-0164en.pdf>
3. Khan, O., Hinterhuber, A. (2025). An experimental study on the susceptibility of purchasing managers to greenwashing, *Scientific Reports*, 15, pp. 1-13 <https://www.nature.com/articles/s41598-025-94482-4.pdf>
4. Khan, O., Hinterhuber, A. (2025). Personality traits and willingness to pay for sustainability in supply chains, *Journal of Revenue and Pricing Management*, vol. 24, pp. 3-11 <https://link.springer.com/article/10.1057/s41272-024-00518-1>
5. Runfola, A., Monteverde, G., & Guercini, S. (2025). Sustainable innovations in business-to business at the crossroad: Emerging paradoxes in the fashion industry. *Journal of Business & Industrial Marketing*, 40(13), 87-102. <https://www.emerald.com/jbim/article-pdf/40/13/87/10205917/jbim-08-2024-0569en.pdf>
6. Balzano M., Reardon J., Vianelli D. “Matching mindsets to messaging: how beliefs, motivation and capability shape attitudes to sustainable advertising frames” *International Journal of Advertising*, under review.

Additional publications are currently in progress or are about to be submitted to journals.