

# Accepted Manuscript

A review of life cycle based ecological marketing strategy for new product development in the organizational environment

Simon Lockrey

PII: S0959-6526(15)00135-3

DOI: [10.1016/j.jclepro.2015.02.022](https://doi.org/10.1016/j.jclepro.2015.02.022)

Reference: JCLP 5191

To appear in: *Journal of Cleaner Production*

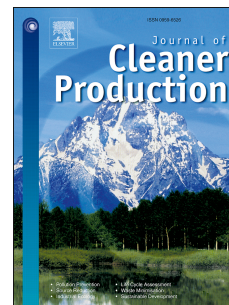
Received Date: 10 December 2013

Revised Date: 20 November 2014

Accepted Date: 8 February 2015

Please cite this article as: Lockrey S, A review of life cycle based ecological marketing strategy for new product development in the organizational environment, *Journal of Cleaner Production* (2015), doi: 10.1016/j.jclepro.2015.02.022.

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**Author**

Simon Lockrey<sup>a</sup>

<sup>a</sup> RMIT University, Centre for Design and Society, School of Architecture and Design. 124 La Trobe Street Melbourne Victoria 3000, Australia. Tel: +61 3 9925 9021, Email: simon.lockrey@rmit.edu.au

**Abstract**

Life cycle marketing strategy is emerging as a way for firms to enhance new product development efforts whilst managing ecological impacts. Such pursuits combining life cycle assessment and ecological marketing offer promise when it comes to assisting firms to decrease product based ecological impacts. The current lack of definition has implications for firms running such strategies with potential for adverse outcomes from well-meaning projects ranging from incorrect claims to the market place, through to products that actually contribute to, rather than mitigate, ecological impacts. The first contribution of this paper is the identification of key aspects of the emerging area of life cycle marketing strategy, and where these insights apply in practise. The reason to do this is to create an understanding of life cycle marketing strategy and the extent of issues facing marketers and companies embarking on such strategies. Life cycle marketing strategy is analyzed in the context of a new product development framework, to explore where it may fit within organizations. This is a pre-theoretical inductive framework rather than deductive allowing the model to be flexible and adaptive as further knowledge is uncovered. Investigations identify who or what may drive marketing strategies incorporating life cycle assessment, and how life cycle assessment may integrate into such strategies in organizations engaged with new product development. Insights meaningful to current managerial practise are developed using an organizational environment, life cycle assessment and ecological marketing lens, which derive from and develop the pre theoretical framework. This paper also contributes propositions for further

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