

**Switching tracks -
Guiding employees towards
low-carbon business travel choices**

Adrian Müller, Center for Aviation Competence, University of St. Gallen, Switzerland

Alexander Stauch, University of St. Gallen, Switzerland

adrian.mueller@unisg.ch

Business travel causes significant greenhouse gas emissions, but reducing it poses a challenge for organizations. Our paper addresses this issue by examining which measures are most effective in making business travel more sustainable without jeopardizing employee satisfaction. We draw on the theory of planned behavior and reactance theory to evaluate the effectiveness of different behavioral interventions and provide recommendations for organizational travel decarbonization policies.

Key words: business travel, sustainable travel, decarbonization, mode choice, behavioral interventions, reactance