



DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY



SUSTAIN

organizational
sustainability
research network

8 DECENT WORK AND
ECONOMIC GROWTH



UN's Sustainable Development Goals

The UN's Sustainable Development Goals can only be reached with the sustained effort of organizations and people.

This effort is the focus of SUSTAIN's research.



Organizational sustainability research

SUSTAIN is a research network at Department of Management, Aarhus BSS, studying organizational sustainability from a range of perspectives, the three main areas being research management, communication and marketing.

The overall concern is how various organizations across sectors become sustainable, and we want to investigate best practices and how to find solutions that address the most pressing sustainability issues of our time: climate change, biodiversity depletion, growing water scarcity and increasing environmental pollution.

MANAGEMENT

The management scholars' focus is on environmental accountability, certified management systems, green growth, de-growth, circular economy and social entrepreneurship.

COMMUNICATION

The communication scholars are interested in the interface between CSR and the environment, focusing on how corporations address the role of business in society in the aftermath of deregulation, e.g. through corporate volunteering and community engagement.

MARKETING

The marketing scholars have mainly been working with the marketing of organic food, focusing on topics such as behavioural change, labelling, food waste, sustainability claims and new alternative protein.



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The SUSTAIN research network

Professor Jessica Aschemann-Witzel's research focuses on marketing and consumer behaviour challenges along the food supply chain. Jessica is particularly interested in issues related to health and sustainability, with topics such as behaviour change, labelling, food waste, organic, sustainability claims and new alternative protein.

PhD student Christina Bidmon describes her research interest like this: For established firms, sustainable development often implies letting go of existing practices, technologies and business models. I am interested in uncovering the tensions that this process creates, and how organizations deal with them.

Associate Professor Alice Grønhøj's research focuses on marketing, social marketing and consumer behaviour in relation to health and sustainability. Her research interests include how children and young people are 'socialized' into a consumer role, for instance how informal, social influences (such as family and friends) frame the perception of 'normal' and desirable consumer practices, and how life transitions challenge and change consumption patterns, for instance in the case of senior citizens.

PhD student Ahmad Hassan's research interests include sustainability standards, particularly multi-stakeholder initiatives; global governance; corporate social responsibility in global production networks; and gender-related issues in developing countries. Ahmad addresses these themes from a business and development perspective.

Associate Professor Mai Linneberg is interested in sustainability practices, regulation, standards and certified management systems. In particular how organizations adapt, implement and internalize sustaina-

bility in their internal and external practices. Also, with a focus on how tensions between demands surface in such processes and are responded to by organizational members.

Professor Anne Ellerup Nielsen's research interest focuses on the dilemmas and challenges of CSR and sustainability from a business and societal perspective. Her major research interests concern discursive issues within and around corporate volunteering & community engagement, stakeholder engagement and complexity and sustainable consumption.

Professor Irene Pollach conducts research on the interrelations between business and society, specifically on the influence of the news media on CSR strategies, the power of companies over business news, and the institutionalization of CSR issues.

PhD student Sebastian Gram Rasmussen researches sustainability from the perspective of the social entrepreneur. Hence, how does a social entrepreneur handle the challenges of creating a sustainable social venture? Other interests lie in the financing, growth, scaling and ethical dilemmas of the social entrepreneur.

Associate Professor Robson Rocha's current research interests are sustainable degrowth, ecological economics, health and safety, sustainability from a comparative institutional analysis, and societal transitions. Robson's recent research projects deal with energy transitions as well as water management in extreme conditions.

PhD student Catalin Mihai Stancu is interested in sustainability from a consumer behaviour perspective, focused on consumer perceptions and understanding of sustainability in various domains. Further,

he is interested in the roles that self-identity and motivation play in consumer sustainable behaviours across domains.

Professor Christa Thomsen's interest in sustainability is within the areas strategic communication and stakeholder relations, cross-sector social interactions (CSSI) and social change in a national and international context. Rooted in this theoretical field, she has investigated corporate social initiatives in large companies and organizations, Small and Medium-Sized Enterprises (SMEs) and cross-sector social partnerships. Her studies are based on qualitative data (written material, interviews, conversations, observations) combined with discourse and dialogue/interaction analysis and to some extent also statistical surveys.

Postdoc Sebastian Öttl is interested in international firms' strategic processes and practices around major societal challenges. Current projects study (1) international firms' top sustainability managers' strategic work around the UN SDGs, (2) the sustainable re-organization of a multinational professional service firm's creative value chain, (3) the co-evolution of international firms' and local communities' conservation strategies in rural Kenya.

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