

Transformations in the Perspective of Sustainability Management and Entrepreneurship

PhD 02a, PhD 02b: Management and Entrepreneurship

Sustainability Transformation through Management and Entrepreneurship (Working Title)

Background / State of Research

Sustainability transformation of markets is an essential part of a comprehensive societal transition towards sustainability. Companies play a key role in these transformation processes. Both PhD theses in the perspective “management and entrepreneurship” will analyse opportunities, challenges and approaches of sustainability transformation by examining the clothing and the food market empirically. The clothing market increasingly faces challenges through fast fashion, short fashion cycles and related problems such as waste and pollution. For many years, textile companies and supply chains have faced worldwide criticism by media and NGOs about low environmental, social and ethical standards. Similarly, agricultural practices have been accused of unsustainable practices such as devastating conditions of animal treatment, standardized use of antibiotics, using large amounts of fertilizers and pesticides, etc. while the food industry faces criticism for its use of artificial colours, preservatives, high sugar content, etc. Against this background the two PhD theses will focus on existing and innovative sustainable business models, actor roles within companies, and the role of companies and entrepreneurship for sustainability transformations of markets and society.

Research questions

How can management and entrepreneurship enable organizations to contribute effectively to the transformation towards sustainability of the clothing market and of the food market?

Approach and Research Design

In this management and entrepreneur perspective the two PhD-researchers will conduct a scientific analysis of the clothing and the food market including existing and innovative business models from an actor perspective. The interplay between big and small companies providing clothes, and food respectively, will be examined from a co-evolutional perspective. A transdisciplinary empirical analysis will be conducted based on qualitative studies of actor roles and sustainability oriented business models. The PhD candidates will apply research methods known from empirical economic research qualitative empirical methods such as action research, interviews, and/or quantitative statistical methods.

The two researchers are expected to collaborate with each other, the supervisors and other researchers in the coordinated project.

Expected Results

We expect sound scientific publications in high-impact journals and practice-oriented papers as well as presentations at both scientific and practice-oriented conferences.

Supervisors

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