**GRADUATE SCHOOL OF BUSINESS LEADERSHIP**

**Area: Sustainable Livelihoods**

| **Research Focus Area** | **Sustainability Marketing and business practices** | | |
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| **Short description** | The domain of Sustainability Marketing and business practices emerged due to recent business and climate crisis resulted in the growing concern for the sustainability. Organizations are not aloof of these changes as they are trying to incorporate these environmental and social issues in their practices. It is important to understand that the sustainability marketing as departure from profit-oriented conventional marketing and business practices**.**  This focus area explores, investigates and covers Green marketing; Cause-related marketing; Marketing and Society; sustainability orientation and practices of organizations (public and private sector); Sustainable consumption and the role of Sustainable Development Goals (SDG)’s in the areas of food, water, and energy consumption; Sustainable consumer behaviour and practices like collaborative consumption, sharing economy, and circular economy; Consumer policy and sustainability; sustainable tourism; SDG 4 and sustainability management education.  Besides the main areas, collaborative co-supervision is provided in research in the areas of Sustainable project management and Sustainable supply chain area. | | |
| **Supervision Team** | | | |
| **Name** | **Email** | **Academic Profile** | **Capacity** |
| Professor Neha Purushottam | purusn@unisa.ac.za | **Academic Qualifications:**  PhD (Management Studies),  MBA (specialization in Marketing)  MA (Economics).  **Experience:**  Professor Neha Purushottam is a Full Professor in the department of Strategy and Marketing at Graduate School of Business Leadership, University of South Africa. She has strong interest in sustainability and sustainable development. Through upper mentioned focus areas, her work mainly belongs to SDG 12 (Sustainable Consumption and Production) and to SDG 4 (Quality Education). In these areas, her twenty plus years of work experience is comprised of tuition, research, publications, academic citizenships, community engagements and corporate consulting projects.  Since 2013, five of her research students’ won various awards at UNISA Research and Innovation Showcase.  As a young and avid researcher, she has authored several articles, book chapters and case studies in many international publications.  **Professional Affiliations:**  She is associated with PRME Climate Change Working Group, SCORAI (Sustainable Consumption Research and Action Initiative), The European Roundtable for Sustainable Consumption and Production (ERSCP), Public policy and Sustainable marketing special interest group (SIG) of American Marketing Association (USA), International Academy of African Business and Development (IAABD) Canada). | (4-6) It varies year to year and as students complete |
| **Reading: Subject Field** | | | |
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| **Reading: Research Methodology** | | | |
| Bergmann, M., et al. (2021). Transdisciplinary sustainability research in real-world labs: success factors and methods for change. *Sustainability Science*, *16*, 541-564.  Fazey, I., et al. (2018). Ten essentials for action-oriented and second order energy transitions, transformations and climate change research. *Energy Research & Social Science*, *40*, 54-70.  Malhotra, N.K., (2018). *Marketing research: An applied orientation*. 7Th edition. Pearson education.  Wiek, A., & Lang, D. J. (2016). Transformational sustainability research methodology. *Sustainability science: An introduction*, 31-41. | | | |