

RESEARCH FOCUS AREAS IN: SUSTAINABILITY AND MANAGEMENT

<p>Research Focus Area</p>	<p>Sustainability and Management:</p> <p>This focus area is a cross functional research area. This area understands that sustainability is a critical and an integral part of all aspects of management and leadership at businesses, public sector enterprises and non-profit organizations.</p> <p>This area intends to build knowledge base with respect to authentic sustainability story covering the challenges faced and solutions identified by business and public sectors in their journey towards sustainability.</p> <p>This covers many sub-focus areas:</p> <ol style="list-style-type: none"> 1. Sustainability marketing- covers Sustainability Marketing, Green marketing, Cause-related marketing, Marketing in Society, Sustainable consumption and Sustainable consumer behaviour, Consumer policy and sustainability , social media and sustainability. 2. Green buildings, green construction and built environment 3. Green supply chains 4. Sustainability and governance 5. Sustainability reporting 6. Psychodynamics of sustainability 	
<p>Supervision Team</p>	<p>Leading faculty for sub focus area 1: Prof. Neha Purushottam</p> <p>Leading faculty for sub focus area 2: Prof. PMD Rwelamila</p> <p>Leading faculty for sub focus area 3: Mr. Ozias Ncube</p> <p>Leading faculty for sub focus areas 4 and 5: Prof. Sasha Monyamane</p> <p>Leading faculty for sub focus area 6: Prof. Peliwe Mnguni</p>	
<p>Details</p> <p>Prof Neha Purushottam</p> <p>Email: purusn@unisa.ac.za</p>	<p>Academic Profile</p> <p>She is a PhD in Management Studies, MBA with specialization in Marketing and MA (Economics). Her areas of specialization are sustainability marketing, sustainable consumer behaviour, green marketing, cause-related marketing, social marketing, Consumer policy and sustainability, social media and sustainability.</p>	<p>Capacity</p> <p>2 DBL students</p>
<p>Prof. PMD Rwelamila</p> <p>Email: Rwelapmd@unisa.ac.za</p>	<p>He is PhD (Project Management), MSc (Construction Project Management) and APD (B. Economics). His specialisation areas are project management, project delivery systems, influence of culture on project management, and construction industry development. His research interests are appropriate project delivery systems, best practices in construction industry development, public private partnerships (PPPs) in infrastructure development, construction industry policy, culture in organisations, TQM and project dispute resolution methods. He also works in interdisciplinary area to identify application of project management in addressing issues of</p>	<p>2 DBL students</p>

	marketing and strategy.	
Mr. Ozias Ncube Email: Ncubeo@unisa.ac.za	Ozias Ncube is a supply chain management specialist and operations researcher with a vast experience in project management, supply chain management (including procurement, logistics and operations management), quantitative analysis, operations research and business processes. He has more than 10 year's practical experience in these areas. He is also conversant with the following: quantitative modelling, statistical analysis and modelling. He has supervised more than 30 MBL research students to completion with topics ranging from procurement, logistics and general supply chain competitiveness, including project management. He has published widely in local and international journals, and presented more than 30 papers in local and international conferences on the subject of supply chain management, procurement and logistics.	2 DBL students
Prof Sasha Monyamane Email: monyas@unisa.ac.za	She has a PhD qualification in law and of her PhD research was on corporate governance, corporate social responsibility and company law. Her current interests include corporate governance and law, social responsibility/sustainability issues, the protection of human rights in corporate governance.	2 DBL students
Prof Peliwe Mnguni Email: Mngunpp@unisa.ac.za	Professor Peliwe Mnguni is an organisational and social analyst. She holds the following qualifications: BAdmin (University of Transkei), BA Honours, (University of Cape Town), Master of Arts (Social Research Methods), Master of Business (Leadership and Organisation Dynamics) and PhD (Leadership and Organisation Dynamics). Professor Mnguni's research interests include leadership, group and organisation dynamics, gender dynamics, organisational culture, intra and inter-organisational collaboration and the psychodynamics of sustainability.	2 DBL students
Research Agenda for Focus Area	<p>For Sub focus area 1:</p> <p>Recent business and climate crisis resulted in the growing concern for the sustainability. Businesses are trying to incorporate these environmental and social issues in their marketing strategies. It would be interesting to examine the domain of green and social marketing to understand what is being done in this domain.</p> <p>At the other side, consumer awareness about these issues is also increasing which opens another line of enquirer in terms of consumer behaviour w.r.t. sustainable consumerism.</p> <p>For Sub focus area 2:</p> <p>Businesses are taking active part in environmental management by offering green product, by incorporating green operations and by practicing environmental management in their conduct etc. Investment in 'green building' or green construction is considered the most long lasting. It would be interesting to understand what practices businesses are applying in this area and how it is improving their performance.</p> <p>For Sub focus area 3:</p>	

	<p>Sustainability in Supply Chain: Green elements in Operations, Transportation/Logistics, Procurement Strategies and Reverse Supply Chain.</p> <p>For Sub focus area 4</p> <p>Sustainability management increases the scope of the business and compliance risks that companies are managing. Research could be conducted to examine how companies manage sustainability of their social capital through their risk management and compliance programmes. This could look into what aspects are managed and how performance is measured. Furthermore, are there emerging themes that are suggestive of a move towards a common understanding of sustainability management in this regard, in listed companies?</p> <p>For Sub focus area 5:</p> <p>Research could be conducted to examine integrated reports in order to identify trends in the understanding of what non-financial information is material and considered worthy of reporting, identify commonalities and differences in how companies in similar industries report, gaps in reporting, whether there are emerging standards in the practice of sustainability management that may be discerned from the reports and used to draft a standard reporting framework.</p> <p>For Sub focus area 6:</p> <p>The sustainability, of both socio-cultural and ecological landscapes, is a complex, multi-dimensional phenomenon that requires a multi-disciplinary approach. Technological and scientific interventions need to go hand in hand with behavioural solutions. There is a need, therefore, and indeed an opportunity, for organisational scholars, and leadership researchers in particular, to lend their insights to the sustainability challenge. The systemic nature of systems psychodynamics make it possible for the sustainability challenge to be appreciated holistically. By focussing on both the conscious and unconscious underpinnings of human behaviour, systems psychodynamics promises to yield the kinds of complex insights needed in the quest for long term solutions to socio-ecological degradation</p>
<p>Recommended reading in the subject field for the development of the proposal</p>	<p>For Sub focus area 1:</p> <ul style="list-style-type: none"> • Reinventing Marketing to Manage the Environmental Imperative. Kotler, Philip. <i>Journal of Marketing</i>. Jul2011, Vol. 75 Issue 4, p132-135. • Charter, M. and Polonsky, M.J. (eds) (1999) <i>Greener Marketing: A Global Perspective on Greening Marketing Practice</i>. Sheffield Greenleaf. • Crane, A. (1998) Exploring green alliances. <i>Journal of Marketing Management</i> 14(6), 559–79. • Davis, J.J. (1991) A blueprint for green marketing. <i>Journal of BusinessStrategy</i> 12(4), 14–17 • Kilbourne, W. (1998) Green marketing: a theoretical perspective. <i>Journal of Marketing Management</i> 14(6), 641–56. • Kilbourne, W., McDonagh, P. and Prothero, A. (1997) Sustainable consumption and the quality of life: a macromarketing challenge to the dominant social paradigm. <i>Journal of Macromarketing</i> 17(1), 4–24. • Young, William, et al. "Sustainable consumption: green consumer behaviour when purchasing products." <i>Sustainable Development</i> 18.1 (2010): 20-31.

	<ul style="list-style-type: none"> • Kotler, Philip, and Gerald Zaltman. "Social marketing: an approach to planned social change." <i>The Journal of Marketing</i> (1971): 3-12. • Andreasen, Alan R. "Social marketing: its definition and domain." <i>Journal of public policy & marketing</i> (1994): 108-114. <p>For Sub focus area 2:</p> <ul style="list-style-type: none"> • Hoffman, Andrew J., and Rebecca Henn. "Overcoming the social and psychological barriers to green building." <i>Organization & Environment</i> 21.4 (2008): 390-419. • Robichaud, Lauren Bradley, and Vittal S. Anantatmula. "Greening project management practices for sustainable construction." <i>Journal of Management in Engineering</i> 27.1 (2010): 48-57. • Kohler, Niklaus. "The relevance of Green Building Challenge: an observer's perspective." <i>Building Research & Information</i> 27.4-5 (1999): 309-320. <p>For Sub focus area 3:</p> <ul style="list-style-type: none"> • Rao, Purba, and Diane Holt. "Do green supply chains lead to competitiveness and economic performance?." <i>International Journal of Operations & Production Management</i> 25.9 (2005): 898-916. • Sarkis, Joseph. "A strategic decision framework for green supply chain management." <i>Journal of cleaner production</i> 11.4 (2003): 397-409. • Beamon, Benita M. "Designing the green supply chain." <i>Logistics information management</i> 12.4 (1999): 332-342. • Srivastava, SK. 2007. "Green Supply Chain Management: A state of the art literature review". <i>International Journal of Management Reviews</i>, 9 (1)..53-80 • Russel, T. 1998 <i>Greener purchasing. Opportunities and Innovation.</i> Sharefield, England..Green Leaf Publishing • Mazumder, SA. (2010) <i>Green Supply Chain as a competitive advantage and enabler in the FMCG sector</i> <p>For Sub focus area 4 and 5:</p> <ul style="list-style-type: none"> • Wells, G. 2013. <i>Theory and Practice of Business under Sustainability Principles.</i> Cheltenham: Edward Elga Publishing • Horish, J and Edward Freeman, R. Schaltegger S. 2014. <i>Stakeholder Theory in Sustainability Management: Links, Similarities, Dissimilarities, and a conceptual Framework.</i> Http://www.sagepublications.com <p>For Sub focus area 6:</p> <ul style="list-style-type: none"> • Cohen, BR. 2005. Escaping the False Binary of Nature and Culture through Connection. <i>Organization and Environment</i>, 18(4): 445-457. • Maiteny, P. 2000. The Psychodynamics of meaning and action for a sustainable future, <i>Futures</i>, 32: 339 – 360. • Mnguni PP. 2010. Anxiety and defense in sustainability, <i>Psychoanalysis, Culture & Society</i>, 15: 117–135. • Spitzform, M. 2002. The ecological self: Metaphor and developmental experience. <i>Journal of Applied Psychoanalytic Studies</i>, 2(3): 265-285.
<p>Resources: Scholar Community Conferences/ Websites/</p>	<p>For Sub focus area 1:</p> <ul style="list-style-type: none"> • Prof. Frank-Martin Belz, TUM School of Management at Technische Universität München, Germany. • Prof. William E. Kilbourne Clemson University, USA. <p>For Sub focus area 2:</p>

<p>Interest groups</p>	<ul style="list-style-type: none"> • Professor Peter Taylor, Faculty of Engineering & Environment, University of Leeds, UK • Mr George Collins, Director – Research Sector, Low Carbon Living (LCL), University of South Wales, Australia <p>For Sub focus area 3:</p> <ul style="list-style-type: none"> • SK. Srivastava • T. Russel • SA Mazumder <p>For Sub focus area 4 and 5:</p> <ul style="list-style-type: none"> • Ans Kolk, University of Amsterdam Business School • David Wheeler, Cape Breton University <p>For Sub focus area 6:</p> <ul style="list-style-type: none"> • Prof P Hoggett • Dr Renee Lertzman <p>Websites and interest groups http://libguides.unisa.ac.za/sustainability</p>
<p>Potential research topics</p> <p>For Sub focus area 1:</p> <ul style="list-style-type: none"> • To examine the green marketing strategies of businesses (in various industries) • To examine cause-related marketing strategies of businesses (in various sectors) • To examine social marketing practices in the country (in various country contexts) • To understand sustainable consumer behaviour in markets (various product markets) <p>For Sub focus area 2:</p> <ul style="list-style-type: none"> • To examine the sustainable building practices in (various industries) • To understand role of built environment in sustainable development. • To examine business case for Sustainable Design. • To examine reality of green building strategies <p>For Sub focus area 3:</p> <ul style="list-style-type: none"> • Examination of sustainable Supply Chain Strategies per sector • Examine the implications to product/ process/design of the greening of the Supply Chain paradigm • Examine Procurement Strategies to ensure supplier compliance with sustainability paradigm • Analyse Supply Chain Vulnerability from a non-compliance with green paradigm <p>For Sub focus area 4 and 5:</p> <ul style="list-style-type: none"> • To examine how the risk management and compliance functions have developed in listed companies to ensure sustainability management of the social capital; • To conduct research in order to identify trends in reporting non -financial information in integrated reports and emerging frameworks for reporting and evaluation of non-financial performance; • Research to evaluate whether, how and to what extent, and in what type of companies, boards of directors could ensure that company sustainability management strategies contribute towards the achievement of the objectives of the National Development Plan. <p>For Sub focus area 6:</p> <ul style="list-style-type: none"> • Leadership dynamics, inter-agency collaboration and sustainability • The unconscious dynamics of sustainability • The psychodynamics of mining 	