



Scuola Superiore
Sant'Anna



PhD in MANAGEMENT

Title of the course: *Sustainability Management*

Lecturers: Prof. Marco Frey (m.frey@sssup.it); Prof. Fabio Iraldo (f.iraldo@sssup.it)

Short description of the course:

The course is designed to introduce PhD students to the fundamental skills and tools regarding sustainability management in general and its effect on environmental and competitive performance in particular.

The aim of the course is to present different and multidisciplinary approaches that can be applied to investigate this topic.

Management students will benefit from knowing the scientific literature and from analyzing some practical implications.

The course will include some “traditional” one-way teaching but will be mostly based on students’ presentations and case study analysis.

Student commitment

Upon enrolling into this course, students commit to come to class prepared to comment on the readings, where required. During the course students will be divided into study groups, which will deliver in-class presentations. Attendance is compulsory.

Schedule, topics, descriptions, readings

The course can be divided in two parts. In the Lectures **1-7** we will explore the theoretical concept of sustainability management which factors influence a firm to adopt specific practices

In the **Lecture 8-16** some relevant practical tools/approaches that are going to be useful to apply on the field will be presented with the support of researchers. In this part, study groups will be created to discuss, by in-class presentations, some relevant academic contributions on this field.

The course will take place in **Room 1** at Institute of Management in Pisa

Date/hour	Title	Main Topics	Hours
Feb 17 H 16-18	<i>Sustainability Management – Overview and objectives</i> M. Frey	<ul style="list-style-type: none"> ○ Sustainability: meanings and definitions ○ The integration of sustainable development concept into the public policies ○ Enterprises and sustainability: role & responsibility ○ The dimension of sustainability; ○ From policy to market: overview of most innovative policy instruments and tools 	2
Feb 24 14-16	<i>What is a sustainable firm?</i> F. Testa	<ul style="list-style-type: none"> ○ Objectivity vs subjectivity ○ Sustainability from different perspectives 	2
Mar 2 H 10-12	<i>Drivers and benefits from sustainability management: theoretical contribution and empirical evidence</i> F. Testa	<ul style="list-style-type: none"> ○ From institutional theory to resource based view ○ The role of meta standards ○ Effects of management practices on Environmental and Social performance at the firm level 	2
Mar 9 14-16	<i>Governance and policy implications in green economy perspectives</i> M. Frey	<ul style="list-style-type: none"> ○ Towards Green Economy in the International Scenario ○ From MDG's to SDG's ○ UNEP, OECD Global Compact and initiatives involving the corporate sector ○ Resource efficiency and decoupling 	2
Mar 16 14-16	<i>The environmental policies assessment and the effect of environmental regulation at firm level</i> T. Daddi	<ul style="list-style-type: none"> ○ The assessment of environmental policies and environmental regulation: a literature overview ○ The effects of environmental regulation at firm level ○ Introduction to the articles discussion: the case of IPPC/IED Directive ○ Empirical evidence and future research 	2
Mar 23 14-16	<i>Ecosystem services and implication for business strategy and public policies</i> M. Frey/N. Gusmerotti	<ul style="list-style-type: none"> ○ Ecosystem services (ES), biodiversity and natural capital: an introduction ○ Instruments for ES governance, the role of market based instruments and public –private partnerships ○ Ecosystem embeddedness of organization ○ The quantification issues 	2
Mar 30	<i>Green demand and responses from</i>	<ul style="list-style-type: none"> ○ Green consumer: evolution of an 	

Date/hour	Title	Main Topics	Hours
14-16	<i>business</i> F. Iraldo	<ul style="list-style-type: none"> ○ univocal profile ○ Factors influencing green purchasing behaviors ○ Responses from business 	
Apr 6 H 14-16	<i>Environmental management system: a worldwide tool</i> M. Frey	<ul style="list-style-type: none"> ○ Key concept on EMS ○ The reference standards ○ Deming Cycle and the principle of continuous improvement 	2
Apr 13 H 14-16	<i>Environmental management system: a worldwide tool: empirical research & readings</i> F. Testa		2
Apr 20 H 14-16	<i>Product lifecycle and trustworthy claims</i> F. Iraldo	<ul style="list-style-type: none"> ○ LCA: key concept ○ The greening of processes: a life-cycle approach ○ LCA – Business applications 	2
Apr 27 H 14-16	<i>Product lifecycle and trustworthy claims : empirical research & readings</i> F. Testa		2
May 4 H 14-16	<i>Action Research method, stakeholder engagement and sustainability accounting: theories and practices. The experience of Unicoop Tirreno research laboratory</i> M. Battaglia	<ul style="list-style-type: none"> ● Accountability standards ● Benefits and challenges of sustainability reporting ● The evolution of reporting: Global Reporting Initiative and Integrated Reporting 	2
May11 H 14-16	<i>Action Research method, stakeholder engagement and sustainability accounting: theories and practices. The experience of Unicoop Tirreno research laboratory: empirical research & readings</i> M. Battaglia/E.Pasetti		2
May 18 H 14-16	<i>Technological change and corporate strategy</i> F. Rizzi	<ul style="list-style-type: none"> ○ Innovation in open and closed loop supply chains ○ Communities, specializations and the search for green solutions ○ The trends towards people-centered innovation ○ Resource efficiency and knowledge development processes: evidences in the fields of renewable energy and e-waste technologies ○ How to unlock the distributed innovation potential as a source of 	2

Date/hour	Title	Main Topics	Hours
		competitive advantage	
May 25 H 14-16	<i>Technological change and corporate strategy: empirical research & readings</i> F. Rizzi		2
June 3 H 14-16	<i>Industrial Ecology</i> T. Daddi	<ul style="list-style-type: none"> • Industrial Ecology (IE), industrial symbiosis (IS), Eco-Industrial Parks (EIPs): key concepts and definitions; • EIPs success factors, drivers, benefits, challenges, limitations • Environmental policies to support the spread of IS initiatives • Case studies 	2

Final Examination

A final take-home exam will take place at the end of the course. Further details about the exam will be given at the beginning of the course.

Readings

Required readings will be distributed electronically by instructors.