



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 1-5 we will explore the theoretical concept of sustainability management which factors influence a firm to adopt specific practices

In the Lecture 6-18 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
March 7, 11 am -1 pm	<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 ○ The dimension of sustainability; ○ Enterprises and sustainability: role & responsibility 	2
March 7, 3 pm -5 pm	<i>The role of public governance and implications for business</i> M. Frey	<ul style="list-style-type: none"> ○ Towards Green Economy in the International Scenario ○ From MDGs to SDGs in the UN Agenda ○ UNEP, OECD and Global Compact initiatives involving the corporate sector ○ Resource efficiency and decoupling 	
March 9. 11 am-1 pm	<i>Research on Sustainability Management</i> F. Testa	<ul style="list-style-type: none"> ○ Business & Natural Environment vs CSR ○ Journals & Research Areas ○ Sustainability Management definitions 	2
March 16 10-12 am	<i>The environmental regulations and effects 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
March 21 2am-4 pm	<i>Drivers and benefits from sustainability management: theoretical contribution and empirical evidence</i> F. Testa	<ul style="list-style-type: none"> ○ Does it pay to be green ○ From institutional theory to resource based view 	2
27 March 11am-1 pm	<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 ○ The last evolution in the ISO 14001/2015 	2
28 March 11am-1 pm	<i>Environmental management system: a worldwide tool: empirical research & readings</i> F. Testa		2

DATE/HOUR	TITLE	MAIN TOPICS	HOURS
28-March 2pm-4pm	<i>Green demand and responses from business</i> F. Iraldo	<ul style="list-style-type: none"> ○ Green consumer: evolution of an univocal profile ○ Factors influencing green purchasing behaviors ○ Responses from business 	2
4 April 11am-1 pm	<i>Green demand and responses from business empirical research & readings</i> F. Testa	<ul style="list-style-type: none"> ○ 	2
5 April 11am-1 pm	<i>Ecosystem services and implication for business strategy 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 	2
11 April 11 am – 1 pm	<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
12 april 11 -1 pm	<i>Product lifecycle and trustworthy claims : empirical research & readings</i> F. Iraldo		2
12 april 2 – 6 pm	<i>The Circular Economy: key-concepts and case studies</i> F. Iraldo	<p>Linear Economy vs. Circular Economy</p> <p>The wide scenario: international views and approaches on the circular economy</p> <p>The legislative framework: the EC “package”</p> <p>The business and management perspective on circularity</p> <p>The phases of the circular economy</p> <p>Leakages in the economic loop</p> <p>Closing the loop: actions to make the economy and businesses more “circular”</p>	4
18 April 11am-1pm	<i>Technological change and corporate strategy</i>	<ul style="list-style-type: none"> ○ Innovation in open and closed loop supply chains ○ Communities, specializations and 	2

DATE/HOUR	TITLE	MAIN TOPICS	HOURS
	F. Rizzi	<ul style="list-style-type: none"> the search for green solutions ○ The multi-actor perspective on sustainable transitions ○ The trends towards people-centered innovation 	
20 April 11am-1pm	<p><i>Technological change and corporate strategy: empirical research & readings</i></p> <p>F. Rizzi</p>		2
8 May 10am-12am	<p><i>Industrial Ecology and Eco-industrial parks</i></p> <p>T. Daddi</p>	<ul style="list-style-type: none"> ○ Industrial ecology and industrial eco-systems: key concepts and definitions ○ Eco-industrial parks success factors, drivers, benefits, challenges/limitations ○ Environmental policies and eco-industrial parks ○ Eco-industrial parks case studies 	2
9 May 2pm-4pm	<p><i>Sustainable tourism – related issues and role of business</i></p> <p>M. Battaglia</p>	<ul style="list-style-type: none"> - Sustainability and Tourism - Impacts of tourism and role of business - Measuring the impacts - Does sustainable tourism pay-off? 	2
9 May 4pm-6pm	<p><i>Sustainable tourism – related issues and role of business: empirical research & readings</i></p> <p>M. Battaglia</p>		2
To be defined	Oral Presentation of The Final Assignment		

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.