

Competence Center Sustainability Marketing

In the long term, any company will be successful only if it sufficiently takes into the account of ecological and social requirements. To follow the idea of sustainable development our marketing approach also considers economical, ecological and social branches in today's world.

The chair's long-standing expertise in the field of eco-marketing and environmental management has, in recent years, been systematically broadened to other areas of research. The three main issues currently being tackled are as follows:

- The circular economy's influence on marketing management companies are presently being forced through growing legislation to shoulder increasing responsibility for their products, including taking back and recycling old items. Strategic and operative marketing needs to be adapted accordingly in many respects.
- Concepts of marketing for the poor the United Nations' "Millennium Development Goals" focus, in particular, on tackling global poverty. In the past, the poor were ignored as a marketing target group, new approaches now explicitly stress that multinational companies are also partly responsible for solving the problem of poverty.
- Marketing management in the face of increasing ecological discontinuities. The social system is being increasingly affected by ecological discontinuities (e.g. climate change), which harbour risks – but also opportunities – for society and business. LMM explores the ways in which marketing management needs to be modified as a result.

The chair enjoys close co-operation with many commercial companies, institutions and academics due to Prof. Manfred Kirchgeorg's 20 years of research experience in environmental as well as sustainability marketing.

Research Projects:

- Marketing for the poor
- (Corporate sustainability branding)
- Sustainable development-management - business segment strategy for banks
- Relevance of the business ethics for the market oriented leadership
- Ecological discontinuities and market-oriented resilience management

Team of Competence Center Sustainability Marketing

Research Assistants/Teaching Assistants

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