Sustainability Enthusiasts Meeting
University of Manchester
20th July 2011

Babis Theodoulidis
Centre for Service Research
Manchester Business School

b.theodoulidis@manchester.ac.uk
Education in Sustainability - I

- Information Technology for Management and Business (ITMB)
  - BMAN20461/20502 Business Team Project
    - Analysis of UoM environmental profile and development of business cases
  - BMAN31571 Information Management and Business Analytics
    - Business Game Simulation focusing on information management aspects in the context of UoM carbon management and sustainability policies.

- Global MBA (MBSW60567/60801)
  - Business Game Simulation (same as a BMAN31571 but from an MBSW perspective)
Education in Sustainability - II

• Impact
  – Involving students that otherwise will have no contact with sustainability issues
  – Development of business cases and proposed solutions from the students
  – Disseminating information between the university stakeholders (especially IT and related IT governance and policies issues)
  – Increasing awareness and behaviour change
  – Enhancing student problem solving skills

• Is not difficult to do and it is very rewarding, but requires direct involvement from the University and industry stakeholders
Research in Sustainability - I

• INGRiD – JISC Project
  – Addresses information and knowledge management focusing on EMS data
    – collection, management and analysis of
      • building profile and usage data
      • energy consumption data,
      • room booking and timetabling data
      • IT data
      • financial data
    – improve the financial and environmental decision making processes of UoM through the use of *business intelligence*
Research in Sustainability - II

• Leveraging Carbon Strategies Adoption and Disclosure Through the Study of Social Networks
  – role of social networking on the way organisations adopt sustainability policies and related strategies
    • Carbon Disclosure Project (www.cdproject.net)
    • Business Networking Service (www.boardex.com)
    • Integrated Reporting (http://www.accountingforsustainability.org)

• The Influence of Environmental Awareness on the Pro-environmental Behaviour of University Students
  – investigate the relationship between environmental awareness and pro-environmental behaviour of ITMB students