

# LIST OF CONTRIBUTORS

## **ACOSTA, PILAR**

Pilar Acosta is an associate professor at the School of Business and Economic Sciences at Universidad Icesi, in Cali, Colombia. She earned her PhD from ESCP and Université Paris 1-Panthéon Sorbonne. Her research focuses on the evolution of corporate social responsibility and sustainability-related practices in developing countries. She teaches sustainability and corporate social responsibility as well as introduction to management. In collaboration with colleagues from other departments at Universidad Icesi, she co-developed an interdisciplinary master's degree in sustainability.

## **ARORA, BIMAL <sup>†</sup>**

Dr. Bimal Arora was a leading sustainable development scholar and is fondly remembered by his colleagues, co-authors and students for his passion and undying commitment to sustainable development. He worked across international practice, policy and academic domains and led the design, delivery and evaluation of several undergraduate, postgraduate and executive education programs on sustainable development. He was widely acclaimed and held several visiting fellowships and adjunct faculty/examiner roles across leading Higher Education Institutions including, Aston University, Copenhagen Business School, Indian Institute of Management (multiple campuses), Indian Institute of Technology- Kanpur, Universities of Cambridge, Manchester, Nottingham, and Tel Aviv. He very sadly passed away in March 2022 in a rather untimely manner leaving behind a void in academia and in the lives of many which is hard to fill. He will be missed by one and all.

## **BALCIOGLU, HASRET**

Prof. Dr. Hasret Balcioglu is an expert in economics and business at Cyprus International University. She has published many publications in leading international index journals and books. Prof. Dr. Hasret Balcioglu has received the Young Researcher Award (USA), Business Plan Award (USA), and Best Paper Award (USA, Nigeria). She has worked in NASA, World Bank, international and local projects.

**BANK WEINBERG, DIANA**

Diana Bank Weinberg works at Adjunct Faculty at Texas Christian University (TCU) in Fort Worth, TX, USA, teaching ethics in international business. She currently serves as communications manager for the Academy of International Business, Latin America and the Caribbean Chapter (AIB-LAC). Additionally, she is a member of the Board of the Digital International Media Literacy and Education project (DIMLE), a group of educators promoting international media literacy. Diana has a PhD in international business and marketing from Bar Ilan University in Israel.

**BUSTAMANTE, SILKE**

Silke Bustamante is Professor for Management and Vicepresident for Sustainability, Student Advisory Services and Communication at the Berlin School of Economics and Law. She was visiting professor at Kobe University in Japan and the UADE in Buenos Aires, Argentina. Before, she worked several years as a consultant for the Boston Consulting Group and did a PhD program on applied microeconomics at Humboldt University in Berlin. Her research focuses on corporate social responsibility (CSR), particularly on CSR Management and the role of CSR for employer attractiveness and global employer branding strategies as well as on the effectiveness of CSR related teaching.

**CASTILLO-APRAIZ, JULEN**

Julen Castillo-Apraiz is a lecturer of Management at the University of the Basque Country UPV/EHU (Spain), Faculty of Economics and Business Studies. He graduated with a PhD from the University of the Basque Country UPV/EHU with an international doctorate mention. His current research interests are strategic management, quality management, corporate social responsibility (CSR), and new trends in learning, among others. He is also interested in Partial least squares structural equation modelling (PLS-SEM).

**CHIAPPINI, HELEN**

Helen Chiappini, PhD, is a tenure-track assistant professor of Banking and Finance – with a national qualification of Associate Professor – at the Department of Management and Business Administration, G. d'Annunzio University of Chieti-Pescara (Italy), where she teaches ethical and sustainable finance as well as corporate finance. She is editor of the Palgrave Macmillan sub-series of Green Finance and a topical editor of the journal Sustainability.

**GARNELO-GOMEZ, IRENE**

Dr. Irene Garnelo-Gomez is a Lecturer in Reputation and Sustainability, Programme Director for the BSc in Business and Management (Marketing) and member of the John Madejski Centre for Reputation at Henley Business School, University of Reading (UK). She delivers modules in the areas of sustainability and responsibility at undergraduate and MBA levels, and developed the course presented in this book targeting master students. She is also involved in several research projects, mostly related to pro-social and pro-sustainable behaviours focusing, for example, on how the interplay between identity and motivations drive individuals to engage in sustainable behaviours.

**GYÖRI, ZSUZSANNA**

Zsuzsanna Györi, PhD, is Head of the Centre of Excellence for Sustainability Impacts in Business and Society (CESIBUS) and associate professor at the Faculty of Finance and Accountancy of Budapest Business School. She teaches courses on business ethics, responsible and sustainable company and entrepreneurship. Her research fields include corporate social responsibility, sustainability, values-based banking, entrepreneurs with disabilities, as well as values-driven business.

**HENSHAW, TONY**

Tony Henshaw, a UK Chartered Electrical Engineer and MBA (Distinction) from University of Manchester, spent his early working life building and commissioning subway trains in South Korea, Portugal and for the London Underground. Following that, Tony led the efforts of several multinational multi-billion dollar revenue companies including most recently the Aditya Birla Group, a global conglomerate in the League of Fortune 500, to build sustainable businesses. Tony also served on the board of Sustainable Apparel Coalition and the World Business Council for Sustainable Development, India, Advisory Panel.

**HOYLE, MARK**

Mark Hoyle is lecturer in Enterprise at York St John University, and an associate of the National Centre for Enterprise Education (NCEE). Mark has been teaching business and enterprise in higher education for ten years. His PhD thesis is “Predicting User Numbers to an area of Pennine Moorland”.

**ILIEVA, MARIA VASILEVA**

Maria V. Ilieva is a Lecturer in International Business at The University of Leeds, United Kingdom. She is a Communications Officer at AIB Sustainability SIG, an executive board ordinary member of the AIB Oceania Chapter, social media editor at CPoIB journal, and guest editor of a SI at AD-Minister Journal. She has been a reviewer at international conferences and journals and won a Best Reviewer Award at AIB 2020 conference. Maria holds a PhD in Business Administration from Osaka City University (OCU), Japan and received the 8th Okamura Award 2021 for female researcher from the same university. Her research and teaching interests are in sustainability and CSR in the interconnection between international business and corporate governance.

**JYOTI, DIVYA**

Dr. Divya Jyoti is a business ethics scholar interested in examining experiences which both constitute as well as ensue from conversations of corporate morality and sustainable development. She draws on both her past experience as a sustainability practitioner in India as well as her multi-disciplinary educational training – first as a fashion engineer, business graduate and then an ethnographer – to design, develop and deliver inter-disciplinary courses on CSR, sustainability and ethics for students in undergraduate, postgraduate and executive education programs.

**KARAYIANNIS, ACHILLEAS**

Dr. Achilleas Karayiannis' research interests relate to both Organisation Studies and over the last four years, to sustainability and sustainable development. He draws on his experience related primarily to his doctoral research thesis on theater and management and subsequent work thereafter as well as his teaching experience on sustainability, once he commenced employment at Aston University in 2018. Achilleas has recently started engaging with work on a multi-method approach of teaching as well as assessing student learning in sustainability education.

**KARUNARATNE, PRASHAN S. M.**

Dr. Prashan S. M. Karunaratne is an award-winning teacher of economics and business analytics, and the course director of the Bachelor of Commerce at Macquarie Business School (Australia). He nurtures students to develop a desire to engage – inspiring students to want to learn – by emphasising the 'why', and empowering students to navigate their own learning journey – by

focusing on the ‘how’. This creates valuable experiences in his classrooms and beyond – highlighting the #EveryoneSayWow moments that students will remember in years to come.

### **KENEL, PHILIPP**

Philipp Kenel works as a researcher and lecturer at the Berlin School of Economics and Law and at the Alice Salomon University of Applied Sciences in the areas of social science, social economy and social entrepreneurship, while pursuing a PhD at Goldsmiths, University of London. His research and teaching revolves around organizations and societies trying to become more sustainable. Philipp holds a M.A. in Social Entrepreneurship from the University of London as well as a Master of Education from Freie Universität Berlin.

### **KITCH, WILLIAM A.**

Dr. William A. Kitch currently works as professor/department chair of the David L. Hirschfeld Department of Engineering at Angelo State University (Texas, USA). Dr. Kitch does research in Geotechnical Engineering and Engineering Education. He is an expert on both educational and professional issues of strategic importance to the Civil Engineering profession and implementation of ABET accreditation.

### **KRAVCHENKO, TETIANA**

Tetiana Kravchenko, PhD (Economics), is an associate professor and business instructor of KROK Business School (Ukraine). She is an expert in the field of innovative products promotion to the market. 18+ years in the Innovation and Education Sectors: Business Sharks Accelerator, CRDF GLOBAL Fund in Ukraine, Ukrlift Group, Donetsk Regional State Administration, Vasyl’ Stus Donetsk National University. She collaborates with top managers and business owners as a mentor, coach and consultant, helps to improve brand awareness and competitiveness, and has experience in creating a positive image of enterprises, increasing sales, and attracting and retaining customers.

### **MARTINOVIC, MARTINA**

Martina Martinovic is a research associate at the Hochschule für Wirtschaft und Recht Berlin, at the Department of Cooperative Studies. She studied Business Administration at the University of Potsdam and completed her M. Sc. in Business Administration there with distinction. Currently, she is doing her doctorate in business administration. Her research interests comprise especially

responsible leadership, corporate social responsibility (CSR), sustainability in education as well as sustainable consumption. She has experience in quantitative empirical research as well as in teaching.

### **NEMILENTSEVA, MARIA**

Maria Nemilentseva, M.Sc. (Economics), is a junior researcher and PhD student at LUT University, School of Engineering Science, Finland. She focuses on collaborative innovation and (sustainable) service development. Her other research interests are innovation management, strategic entrepreneurship, social entrepreneurship and innovative teaching.

### **PARWEEN, RANA**

Rana Parween is the Associate Academic Leader at University Centre Askham Bryan, York, UK. With a strong passion for sustainable use of earth's resources, Rana has been teaching sustainability on the undergraduate and post graduate courses for several years. Using her multilingual skills, Rana has effectively taught in Saudi Arabia for several years. With a PhD in Biodiversity, Rana is UK Quality Assurance Agency, subject specialist for land-based courses, and has been an external examiner for several universities within UK.

### **PELZETER, ANDREA**

Andrea Pelzeter studied architecture and practised as an architect for ten years. After completing a doctorate on the life cycle costs of real estate, she became a professor at the Berlin School of Economics and Law in 2007. There, she heads the company-linked study programme Technical Facility Management. She conducts research on the carbon footprint of facility services. For the German Facility Management Association GEFMA, she heads the SIG sustainability in Facility Management.

### **PODMETINA, DARIA**

Daria Podmetina Dr.Sc. (Technology) is associate professor at Lappeenranta University of Technology, LUT School of Engineering Science, Finland. Her research interests and teaching are mainly focused on innovation management and project management. Daria is an enthusiast of digital, creative, and innovative teaching methods. She coordinates the ArtIST project which aims at integrating Arts in STEM education.

**QUIRÓS, MANUEL**

Manuel Quirós, BSc, MSc, PhD, is an adjunct professor at Instituto de Empresa University (IEU), Escuela Superior Ingenieros Colegiados (ESIC Business University), Universidad de Navarra (UNAV) and Universidad del País Vasco (UPV). He is a passionate nature living conservationist. As an independent teacher in several areas from design and architecture to marketing and business or disruptive innovation, he guides inspiring classes through sustainability/regeneration and biomimicry education as a transformational behaviour strategy. He runs NIU, a biomimicry consultancy; he is a co-Founder of the RI3Network, and a collaborating editor of the awarded Zygote Quarterly Journal.

**SALTEVO, ELLEN**

Ellen Saltevo M.Sc. (Economics and Business Administration) is a junior researcher at Lappeenranta University of Technology, LUT School of Engineering Science, Finland. She is currently pursuing her doctorate degree in technology. Her research interests lie in the complex interconnections of society, business, and technology, with a special focus on the effective implementation of sustainable system innovations and transitions.

**SCHMITZ, MARINA**

Marina A. Schmitz serves as lecturer/researcher at the Coca-Cola Chair of Sustainable Development at IEDC-Bled School of Management in Bled, Slovenia. She draws on several years of work experience as a lecturer, research associate, and project manager at the Center for Advanced Sustainable Management (CASM) at the CBS International Business School in Cologne, Germany.

**SENATOROVA, ELENA**

Elena Senatorova is an associate professor at the New Economic School. Her primary research interests include sustainability and financial accounting and business education issues. In 2015 and 2016, Elena worked as a visiting professor at Western University (Canada). Elena had been granted the case writing certificate by the University of Michigan; Online Facilitator certificate (EFMD, 2021). Additionally, she has extensive practical experience in accounting, finance and sustainability.

**SHAMAN, KAI**

Kai Shaman holds a Master's degree in sociology from Saint Petersburg State University (Russia) with a focus on gender, international processes and the social and political implications of the use of information technologies. He is currently enrolled in a Master's program "Mind and Brain" (Humboldt University Berlin) with special attention to neurolinguistics and social and computational neuroscience. He is also working as a student assistant at the Hochschule für Wirtschaft und Recht Berlin.

**ŠILENSKYTĖ, AUŠRINĖ**

Aušrinė Šilenskytė is a university teacher, researcher, and programme manager at the School of Management, University of Vaasa, Finland. She also serves as a chair at the Academy of International Business Teaching & Education Shared Interest Group. She has served as a digital mentor supporting teacher colleagues in adopting technological innovations in their courses. Aušrinė holds a PhD in the area of international management. Her research centers on strategy implementation, technology adoption in MNCs, and teaching international business. Aušrinė is an alumnus of the prestigious Nord-IB programme. Aušrinė has received several international awards for her research and as an educator.

**SOLOVJOVA, JULIA N.**

Dr. Julia N. Solovjova is Professor of Marketing at St. Petersburg State University of Economics (Russia). She has also served as a guest lecturer in Braunschweig University of Technology (Germany) and Haaga-Helia University of Applied Sciences (Finland). She teaches Sustainability Marketing, Principles of Marketing, Marketing of Services, and Marketing Analytics. Her main research interests are sustainability marketing and marketing competencies development.

**TAMAYO ORBEGOZO, UNAI**

Unai Tamayo Orbegozo is full professor at the Faculty of Economics and Business Management of the University of Basque Country (UPV/EHU). He teaches subjects about Environmental Economics, Green Business Management and Responsible and Sustainable Entrepreneurship. His research areas include green marketing, circular economy, corporate social responsibility, business ethics and sustainability. He has co-edited two books, co-authored several book chapters, and co-authored over 80 scientific publications (in journals such as

Journal of Cleaner Production). He is currently the Vice Dean of the Faculty of Business Economics (UPV/EHU).

### **TORKKELI, MARKO**

Marko Torkkeli, Dr.Sc.M (Technology) is a Professor of Technology and Business Innovations at the LUT University, Finland. His research interests focus on technology and innovation management, strategic entrepreneurship, and growth venturing. He serves as the Director of Publications of the International Society for Professional Innovation Management (ISPIM) and is one of the founding editors of the open access, multidisciplinary Journal of Innovation Management.

### **VARGAS-SILVA, GUSTAVO**

Dr. Gustavo Vargas-Silva currently works as senior researcher at the Quality of Life in Architecture Group of the University of the Basque Country (Spain). He was the associate Chair and Mechanical Engineering Lead of the David L. Hirschfeld Department of Engineering of Angelo State University (Texas, USA). Dr. Vargas-Silva does research in circular economy, sustainable materials, construction and building materials, and plant biomechanics.

### **YOUNG-FERRIS, ANNA**

As an award-winning teacher and researcher, Anna Young-Ferris leads the new Master of Commerce core unit Responsible Business Mindset (BUSS5220). The unit utilises an innovative pedagogy to challenge shareholder primacy as the dominant business mindset by instead understanding business as deeply interconnected to humanity and nature. Anna's research is focused on the fields of responsible investment, corporate sustainability strategy and reporting, and responsible management education. She is the School's Academic Lead for UNPRME and leads the strategic integration of the SDGs into teaching, research, and practices.

### **YU, CHUAN**

Chuan Yu has extensive teaching experience and has won many teaching awards in several financial accounting units both at the University of Sydney and at the UNSW Sydney. Chuan's research interests cover a range of disclosure and reporting issues on both financial and non-financial information such as corporate social responsibility (CSR) reporting. Chuan's research has been

published in leading academic journals and presented at a range of international and domestic conferences.

**ZEHARGAITUZ TEAM: MARTINEZ GONZALEZ, OLAIA | MIRANDA GOMEZ, JONATAN | NAVARRO SANTAMARIA, VIRGINIA | ETAIO ALONSO, IÑAKI | HERNÁNDEZ OCHOA, IGOR | LARRETXI LAMELAS, IDOIA | BUSTAMANTE GALLEGOS, MARIAN | LASA ELGEZUA, ARRATE | SIMÓN MAGRO, EDURNE | RADA FERNANDEZ DE JAUREGI, DIEGO | TXURRUKA ORTEGA, ITZIAR**

ZEHARGAITUZ is a team of eleven university lecturers from the Faculty of Pharmacy of the University of the Basque Country (Spain) specialized in educational innovation since 2009. Since 2015 the team is working on the development and acquisition of the transversal skill "sustainability and social responsibility" with students from the Human Nutrition and Dietetics Degree.