Module manual

Elective modules WS25/26

Sustainability Management and Technologies (SPO SS 25)

Master

Faculty of Sustainable Infrastructure (NI)

Stand: 2025-08-01

Content

1 Introduction

This handbook describes all the electives that can be chosen within the Master's programme in Sustainability Management & Technologies in the winter semester 2025/26. The descriptions of the modules contain explanations about the requirements and types of module examinations.

How many electives do I have to choose?

You have to choose 2 electives during the course of the programme. You can choose electives in semester 2 and 3 of your studies (see figure with curriculum). For the winter semester 2025/26, please choose one elective from the electives listed in this handbook.

1. Semester		
Circular Economy and Life Cycle Management	Sustainability Business Basics and Economics	Sustainable Business Strategy and Entrepreneurship
Metrics and Analytics for Sustainability	Technology and Society	
2. Semester		
Artificial Intelligence and Sustainability	Sustainable Materials and Recycling- Technologies	Natural Resources Management and Supply Chain Sustainability
Values and Ethics for Sustainable Leadership	Elective I	
3. Semester		
Urban Ecology and Sustainable Building Technologies	Climate Change and De-Carbonization Technologies	Sustainable Investments and Finance Policies
Sustainability Project and Field Trip	Elective II	
4. Semester		
Master-Thesis	Master- Colloquium	

Figure: Curriculum

Will all electives be taught at the Neuburg campus?

No, some electives will be taught at the Neuburg campus, and some will be taught at the Ingolstadt campus. In the winter semester 2025/26, three electives will be taught at the Neuburg campus:

- Innovation and New Technology (Dr. Hüseyin Erdogan)
- Sustainable Market Communication (Prof. Holger Hoppe, Anja von Hörsten)
- Inner Capacities for Personal Strength and Regenerative Change (Prof. Annette Risi) *(Please note: minimum of 10 participants required to be offered)*

The remaining electives in this module handbook will be offered at the Ingolstadt campus.

Please also note that available places in the electives offered at the Ingolstadt campus might be restricted, as they are modules offered from other study programmes.

When and how can I sign up for an elective?

You will receive an e-mail notification from the Dean's office when and how you can sign up for your elective for the winter semester 2025/26. **Please check your THI mailbox on Monday August 4 2025.**

Can I choose more than one elective in the winter semester 2025/26?

Yes, it is possible to sign up for more than one elective on a voluntary basis (or to complete already the elective of the 3rd semester; see curriculum). Because of limited capacities, you can choose up to two electives in the winter semester 2025/26. In distributing the spaces, the highest priority will be given to ensure that each student can participate in at least one elective of his/her choice. After this condition is met, remaining spaces will be distributed to those interested in participating in a second elective.

In case of further questions, please do not hesitate to contact the Academic Director of the programme:

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2 Description of Modules

2.1 Elective modules

Corporate Venturing & Innovation

Module abbreviation:	ECV_CVI	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Electives	1

Responsible for module:	Funk, Andrea		
Lecturer:	Funk, Andrea		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Corporate Venturing & Innovation		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the mo-dule:	None		

Examinations:

Proj - Project work (5-25 pages) with oral presentation (15 minutes)

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

On completing the module part Corporate Venturing and Innovation, the students will have achieved the following learning outcomes on the basis of scientific methods:

Understand Corporate Venturing Concepts: Students will grasp the fundamental concepts of corpo-rate venturing, including internal and external innovation strategies, and their role in fostering busi-ness growth.
Develop Strategic Thinking: Students will learn how to design and implement corporate venturing strategies, aligning new business initiatives with the parent company's goals.
Evaluate and Nurture Innovations: Students will be able to identify, assess, and support promising business ideas within and outside corporate structures.
Navigate Innovation Ecosystems: Students will understand how to build and leverage innovation ecosystems by collaborating with startups, venture capitalists, and other stakeholders.
Manage Organizational Dynamics: Students will recognize internal barriers to innovation and de-velop tactics to overcome political and cognitive hurdles within established firms.
Apply Practical Tools: Students will use frameworks like the Corporate Venturing Navigator to sys-temati-cally guide the venturing process, from profiling and designing to investing and harvesting
Students are able to successfully integrate the listed competencies with the content of other mod-ules from their degree program and develop new, overarching approaches.

All objectives will be fulfilled through a project-based lecture, using group work, case studies and field practice to create a solid understanding of the management of innovations and corporate ventures. All the theory and tools presented will be applied in real cases, reinforcing the constructed knowledge during the classes.

Content:

The module part Corporate Venturing and Innovation will follow the outline:

- Introduction to Corporate Venturing
  - Definitions and significance
  - Historical evolution and contemporary relevance
- Corporate Venturing Strategies
  - Internal venturing: corporate incubators, innovation labs
  - External venturing: corporate venture capital (CVC), strategic partnerships
  - Hybrid models and emerging trends
- The Corporate Venturing Process
  - Profiling: Identifying innovation opportunities
  - Designing: Structuring new business models
  - Investing: Funding and resource allocation
  - Harvesting: Exit strategies and integration into the parent company
- Building Innovation Ecosystems
  - Partnering with startups and VCs
  - Creating win-win collaborations
  - Case studies of successful innovation ecosystems
- Organizational Challenges and Solutions
  - Internal resistance to innovation
  - Strategies for managing stakeholder expectations
  - Tools for fostering an entrepreneurial mindset within corporations
- Case Studies and Real-world Applications
  - Analysis of corporate venturing practices from companies like Google, Siemens, and Roche
  - Guest lectures from industry experts
- Team-based development of a corporate venturing strategy for a selected company
- Final presentation and peer review

Literature:

- GRICHNIK, Dietmar and others, 2024. *The Corporate Venturing Handbook: A Step-by-Step Guide to the Value Creation Process*.
- BURNS, Paul, 2020. *Corporate entrepreneurship and innovation*. London: Red Globe Press. ISBN 978-1-352-00879-1
- GIMMY, Gregor, 2023. *Buy, don't invest: The Venture Client Model: A Paradigm Shift in Corporate Venturing*. ISBN 979-8865435501
- KINET, Laurent, 2024. *Corporate Venturing - A Framework: 100 Ways Startups Can Transform Your Organisation*. ISBN 979-8320121727
- CHESBROUGH, Henry, 2011. *Open innovation: the new imperative for creating and profiting from technology*. Boston, Mass.: Harvard Business School Press. ISBN 1-4221-0283-1, 978-1-4221-0283-1
- CHRISTENSEN, Clayton M. and Marc R. BENIOFF, 2024. *The innovator's dilemma: when new technologies cause great firms to fail*. Boston, Masachusetts: Harvard Business Review Press. ISBN 978-1-64782-676-5

• KEELEY, Larry, 2013. *Ten types of innovation: the discipline of building breakthroughs*. Hoboken, N.J.: Wiley. ISBN 978-1-118-57141-5 • SCHILLING, Melissa A., 2023. *Strategic management of technological innovation*. New York, NY: McGraw Hill. ISBN 978-1-265-07335-0
Additional remarks:
None

Global Business Model Design

Module abbreviation:	GBU_GBMD	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Electives	1

Responsible for module:	Vogler, Thomas		
Lecturer:	Vogler, Thomas		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Global Business Model Design		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	None		

Examinations:

seminar paper and presentation

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

At the end of the course, the students will be able to

- understand different business models and how they apply to global markets.
- identify sources of competitive advantage in global business.
- explain the role of digitalization in driving innovation, efficiency, and competitiveness in international markets.
- develop and evaluate international business models using data-driven approaches.
- analyze the impact of cultural differences on business models.
- design a global value chain that maximizes efficiency and effectiveness.
- develop global marketing strategies.
- develop an entrepreneurial mindset to identify and capitalize on global business opportunities.
- facilitate and lead interdisciplinary team projects in global environments.

Content:

- Understanding different business models and how they apply to global markets
- Identifying sources of competitive advantage in global business

• Designing a global value chain that maximizes efficiency and effectiveness • Developing global marketing strategies • Understanding the role of technology in global business model design • Innovating and adapting business models to changing global conditions • Analyzing the impact of cultural differences on business models • Identifying and managing risks in global business models • Balancing local and global needs in business model design • Business Simulation
Literature:
• HILL, Charles W. L. and G. Tomas M. HULT, 2020. *Global Business Today*. 11. edition. New York, NY: McGraw-Hill Education. ISBN 978-1-260-56581-2 • KEEGAN, Warren J. and Mark C. GREEN, 2020. *Global marketing*. Harlow, England: Pearson. ISBN 978-1-292-30402-1, 1-292-30402-2
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

Global Business and Economics 1

Module abbreviation:	GBU_GBE1	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Electives	1

Responsible for module:	Gallier, Carlo		
Lecturer:	Gallier, Carlo		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Global Business and Economics 1		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	None		

Examinations:

schrP90 - written exam, 90 minutes

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

At the end of the course, the students

Knowledge
- demonstrate in-depth knowledge of global economic theories and their application to business decision-making.
- understand the impact of globalization on business and the global economy.

Methodology
- can analyze complex global business environments using advanced economic and strategic tools.
- can analyze the competitive environment in global markets.
- can identify opportunities and challenges presented by emerging markets.

Personality
- approach complex business problems with critical thinking and creative problem-solving skills.
- evaluate corporate social responsibility practices within a global business context.

Social Competence
- collaborate effectively in diverse, multicultural teams to achieve common goals.

Content:
• Understanding globalization and its impact on business • Theories of international trade and investment • Analyzing the competitive environment in global markets • Global supply chain management and logistics • Corporate social responsibility in a global context • Cross-cultural communication and negotiation skills • Emerging markets and the challenges and opportunities they present • Emerging issues in global economics, such as climate change and inequality • The role of culture and social norms in global economics • Ethical considerations in global economics and business practices
Literature:
• VELASQUEZ, Manuel G., 2013. *Business Ethics: Concepts and Cases*. Harlow: Pearson Education, Limited. ISBN 978-1-292-02281-9, 978-1-292-03601-4 • LÜTGE, Christoph, UHL, Matthias, 2021. *Business Ethics: An Economically Informed Perspective* [online]. Oxford, United Kingdom: Oxford University Press PDF e-Book. ISBN 978-0-19-189685-9. Available via: 20.500.12854/112311.
Additional remarks:
The course is held on-site. However, under special circumstances, it may also take place virtually.

Hydrogen in energy technology and energy markets

Module abbreviation:	HETEM_M-WTW	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Electives	1

Responsible for module:	Huber, Matthias		
Lecturer:	Huber, Matthias; Kotak, Yash		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Hydrogen in energy technology and energy markets		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	None		

Examinations:

schrP90 - written exam, 90 minutes

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The students

- can compare different hydrogen production/storage/logistic technologies.
- know about the electricity generation with fossil and renewable energy sources as competing and complementing technologies.
- can differentiate current and future colors of hydrogen.
- understand the possibilities and limits that hydrogen can play in future energy systems.
- know the substitution potential of hydrogen.
- understand fundamental mechanism of energy markets.
- understand market mechanism of gas trading as well as technical boundaries.
- understand market mechanism of electricity trading as well as technical boundaries.

Content:

- Fundamentals of energy economics and markets (incl. price fomation)
- Different hydrogen production/storage/logistic technologies and their cost structures
- Hydrogen generation with renewable energies and competing technologies based on fossile fuels

• Colors of hydrogen. • Possibilities and limits that hydrogen can play in future energy systems • Substitution potential of hydrogen in other sectores. • Market mechanism of gas trading as well as technical boundaries. • Market mechanism of electricity trading as well as technical boundaries.
Literature:
• QUASCHNING, Volker, EPPEL, Herbert, 2020. *Renewable energy and climate change* [online]. Chichester, West Sussex, UK: Wiley PDF e-Book. ISBN 978-1-119-51490-9. Available via: https://doi.org/10.1002/9781119514909. • KIRSCHEN, Daniel S. and Goran STRBAC, 2018. *Fundamentals of Power System Economics*. Newark: John Wiley & Sons, Incorporated. ISBN 978-1-119-30988-8 • ZWEIFEL, Peter, PRAKTIKNJO, Aaron, ERDMANN, Georg, 2017. *Energy Economics: Theory and Applications* [online]. Berlin, Heidelberg: Springer Berlin Heidelberg PDF e-Book. ISBN 978-3-662-53022-1. Available via: https://doi.org/10.1007/978-3-662-53022-1.
Additional remarks:
None

Inner Capacities for Personal Strength and Regenerative Change

Module abbreviation:	SMT_InnCapaPersStrength_FW	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Specialised Elective Subject	2

Responsible for module:	Risi, Annette		
Lecturer:	Risi, Annette		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		45 h 105 h 150 h
Subjects of the module:	14: Inner Capacities for Personal Strength and Regenerative Change		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	The possibility of crediting must be clarified with the respective module supervisor.		

Examinations:

Student research project without oral examination, 8 - 15 pages elaboration, 15 - 20 pages presentation

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

After completing this module, students will be able to …

- understand how personal well-being and societal transformation are deeply intertwined.
- differentiate between presencing and downloading as well as between happiness and well-being
- reflect on their own thought patterns, habits, and narratives to expand empathy and conscious choice.
- cultivate personal resources for stress management, meaning, well-being, strength-based action and flow.
- design and implement interventions that strengthen mental, emotional, and social well-being in times of volatility.
- facilitate co-creation and regenerative societal transformation processes in living labs that bring together diverse perspectives.
- develop pathways to activate sustainable well-being across individual, organizational, and community levels.
- practice self-care and self-compassion
- cultivate personal energy and vitality
- build and maintain healthy relationships

Content:
• Connections between national health status of social groups and climate change drivers • Principles of regenerative neuroscience and holistic health • Practices of deep listening, perspective-taking, mindfulness and embodied awareness inspired by MBSR, PERMA, Theory U, and Social Presencing Theater • Mental clarity and focus in an age of information overload • Identification of personal and systemic unsustainable patterns, with hands-on methods to transform them • Cultivation of grit, vulnerability, openness, optimism, and curiosity as capacities for everyday life and sustainable change • Frameworks for evaluating regenerative initiatives in organizational and societal systems, connecting knowledge with real-world application • Intervention design and practice to foster social connectedness, purpose, and long-term flourishing, contributing to individual growth and societal progress • Case studies and cross-cultural dialogue on sustainable well-being
Literature:
• HARARI, Yuval Noaḥ, 2024. *Nexus: a brief history of information networks from the Stone Age to AI*. New York: Random House. ISBN 978-0-593-73422-3, 059373422X • FREDRICKSON, Barbara, 2011. *Positivity: groundbreaking research to release your inner optimist and thrive*. Richmond: Oneworld. ISBN 978-1-85168-790-9, 1-85168-790-4 • JOSEPH, Stephen, 2015. *Positive psychology in practice: promoting human flourishing in work, health, education, and everyday life* [online]. Hoboken, New Jersey: Wiley PDF e-Book. ISBN 978-1-118-75725-3, 978-1-118-75717-8. Available via: https://doi.org/10.1002/9781118996874. • HAYASHI, Arawana and Otto SCHARMER, 2021. *Social presencing theater: the art of making a true move*. Cambridge, MA: PI Press (Presencing Institute). ISBN 978-0-9997179-7-4 • KABAT-ZINN, Jon, 2013. *Full catastrophe living: how to cope with stress, pain and illness using mindfulness meditation*. London: Piatkus. ISBN 978-0-7499-5841-1
Additional remarks:
All individual reflections will be treated confidentially and do not have to be shared in the group. There are no “right” or “wrong” answers — every experience counts. There is an opportunity to earn 9 bonus points, which will be credited toward the examination performance.

Innovation and New Technologies

Module abbreviation:	SMT_InnoNT_FW	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Specialised Elective Subject	2

Responsible for module:	Blasch, Julia		
Lecturer:	Erdogan, Hüseyin		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Innovation and New Technologies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	The possibility of crediting must be clarified with the respective module supervisor.		

Examinations:

LN - project work

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

After completing this module, the students will...

- have gained critical understanding of the process of technological innovation management in technology-oriented industries.
- be able to forecast technological trends and its potential implications.
- be able to analyse the influence of technologies on market structures and business models.
- will understand the environmental and societal implications of technological innovation.
- have acquired practical skills to apply technology-based tools and strategies in real-world business scenario.
- solved practical case studies on technological innovation.
- improved their presentation skills by pitching their solutions to the practical case studies in class.

Content:

- Innovation strategy
- Innovation management processes
- Models of technological change

• Forecasting future development of technologies • Digital transformation of technology in strategic management • Challenges of technology development • Life cycle of technological innovation • Commercialization and adoption of new technologies • Influence of new technologies on market structures and the emergence of new business models • Societal impact of disruptive technologies • Relationship between technological innovation and sustainable development
Literature:
• DURAND, Thomas, 2025. *Technology Strategies* [online]. *Turning technological change into competitive advantage*. Berlin/Boston: De Gruyter PDF e-Book. ISBN 978-3-11-139905-8. • DAY, George S., 2025. *Innovate to Grow* [online]. *Gaining and Sustaining a Growth Advantage*. Cham: Palgrave PDF e-Book. ISBN 978-3-031-77673-1.
Additional remarks:
None

Management Accounting & International Taxation

Module abbreviation:	MgtAcc_IntTax_M-EGM	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Electives	1

Responsible for module:	Albrecht, Tobias		
Lecturer:	Albrecht, Tobias; Eisenberg, Andrea		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Management Accounting & International Taxation		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	None		

Examinations:

schrP90 - written exam, 90 minutes

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students are capable to

- understand the importance of international taxation systems for strategic decision-making.
- achieve sound understanding of the most important aspects of international company taxation.
- understand the core concepts of cost and management accounting.
- use advanced management accounting concepts as a base for strategic management in global companies.

Content:

- Economics of public sector, the tax systems
- International taxation: taxation of global groups, Value added tax, withholding tax, transfer pricing
- Principles of Cost Accounting
- Advanced management accounting systems
- Budgeting and strategic planning as a base for strategic decisions making

Literature:
• ATRILL, Peter and Edward J. MCLANEY, 2021. *Management accounting for decision makers*. Harlow: Pearson Education Limited. ISBN 978-1-292-34945-9 • DOERNBERG, Richard L., 2009. *International taxation: in a nutshell*. St. Paul, Minn.: Thomson/West. ISBN 0-314-19424-X, 978-0-314-19424-4
Additional remarks:
No additional remarks.

Sustainable Market Communication

Module abbreviation:	SMT_SusMarCom_FW	**Reg.no.:**	14
Curriculum:	**Programme**	**Module type**	**Semester**
	Sustainability Management and Technologies (SPO SS 25)	Specialised Elective Subject	2

Responsible for module:	Hoppe, Holger		
Lecturer:	Hoppe, Holger; von Hörsten, Anja		
Language of instruction:	English	**Language of exam:**	English
Credit points / SWS:	6 ECTS / 4 SWS		
Workload:	Contact hours: Self-study: Total:		47 h 103 h 150 h
Subjects of the module:	14: Sustainable Market Communication		
Lecture types:	SU/Ü - lecture with integrated exercises		
Availability of the module:	The possibility of crediting must be clarified with the respective module supervisor.		

Examinations:

LN - written exam, 90 minutes

Additional Explanation:

None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

After completing this module, students will be able to

- systematically analyze communication relationships with stakeholders, prioritize their expectations and derive suitable dialogue and feedback formats.
- compare instruments of marketing management and marketing communication (classic + digital), use them in a target group-oriented manner and supplement them with sustainability requirements.
- design digital marketing strategies (e.g. content, social and performance marketing), define KPIs and critically evaluate green-/bluewashing risks.
- outline the origin, purpose and structure of sustainability reporting and assess the impact of transparency on reputation, investor decisions and regulatory compliance.
- select relevant reporting standards (GRI, DNK, SASB, TCFD, etc.) and EU requirements (CSRD, ESRS, EU taxonomy) according to the situation, apply them in practice and explain their interfaces with marketing.
- define data, process and governance structures for an auditable and comparable sustainability report, prepare key figures and create consistent draft reports.
- develop integrated communication and reporting concepts in interdisciplinary teams, constructively moderate divergent stakeholder perspectives and achieve consensus-based solutions.

• present technical results in an appropriate manner (internal / external, analog / digital), proactively incorporate feedback and manage a continuous improvement process.
Content:
• Basics of communication relationships with stakeholders • Marketing instruments and methods • Market research, marketing planning and processes • Market strategies • Sustainability-oriented marketing • Sustainability-oriented communication • Sustainability reporting
Literature:
• MIO, Chiara, AGOSTINI, Marisa, SCARPA, Francesco, 2024. *Sustainability Reporting: Conception, International Approaches and Double Materiality in Action* [online]. Cham: Springer Nature Switzerland PDF e-Book. ISBN 978-3-031-58449-7. Available via: https://doi.org/10.1007/978-3-031-58449-7. • RASHEDUL HASAN, 2025. *Sustainability accounting and reporting: theory and practice* [online]. London ; New York: Routledge PDF e-Book. ISBN 978-1-00-347761-7. Available via: https://doi.org/10.4324/9781003477617. • GLOBAL REPORTING INITIATIVE (GRI) , . *GRI Standards.* [online]. PDF e-Book. Available via: https://www.globalreporting.org/standards. • HURTH, Victoria, WHITTLESEA, Emma, 2017. Characterising marketing paradigms for sustainable marketing management. In: *Social Business*. **7**(3-4), p.359-390. ISSN https://doi.org/10.1362/204440817X15108539431541 • JORRITT, Jonathon, 2010. *Towards a Sustainable Economy*. Cambridge: Cambridge Programme for Sustainability Leadership . ISBN https://www.cisl.cam.ac.uk/system/files/documents/towards-a-sustainable-economy_0.pdf • HURTH, Victoria, EBERT, Charles, PRABHU, Jaideep, 2018. Organisational Purpose: The Construct and its Antecendents and Consequences. In: *Cambridge Judge Business School Working Papers* . **2018**(3), p.67. ISSN https://www.jbs.cam.ac.uk/wp-content/uploads/2020/08/wp1802.pdf • VON STURMER, Lucy (ed.), 2024. *Anti-Greenwash Guide for Agency Leaders* . ISBN https://www.creativesforclimate.co/the-anti-greenwash-guide#agency-guide
Additional remarks:
None