

Expert Insights: The New Way of Sustainable Marketing

Thursday, November 15th, 2018

Time: 13:30-15:00

Lokation: Lower Floor D

Chair

Patrick Elf, University of Surrey

Speakers



Angela Bittner-Fessler

Angela Bittner-Fessler is professor for media and communication management at in the department of economics and Business in the SRH Mobile University. Previously, she had a professorship at the design academy berlin, was press spokesperson and head of communication at the Humboldt-University zu Berlin and worked for the Helmholtz-Gemeinschaft and other companies and organizations. She conducts research and publishes in the areas of communication of founders and SME as well as of sustainability communication. Johann Ferdinand Weicht studied communication sciences in Berlin, Germany. He has specialized in public relations as well as the communication of CSR and sustainability by corporations, particularly through the means of non-financial reporting. He has since worked in the field of sustainability, including his work for the BMW Foundation and CDP (formerly the Carbon Disclosure Project). He currently works as a consultant in KPMG's sustainability services practice. He publishes in the field of sustainability-integrated corporate communications. In his recent scientific work, has co-led the development of CDP's European climate change and natural capital study 2017.



Patrick Elf

Patrick currently conducts doctoral research on partnership with IKEA UK & Ireland, exploring the potential of a multinational corporations to act as a supporting entity for people to engage in sustainable lifestyles and change behaviours to more environmental friendly alternatives. His research interest focuses primarily on sustainable lifestyles, behaviour change, the sustainable development goals (SDGs), and wider interdisciplinary research approaches that allow for a swift transition to a more sustainable tomorrow. Prior to this he successfully completed his undergraduate studies in International Management at the Cologne Business School, and his postgraduate studies at Forum for the Future in London before working for the London Sustainable Development Commission on an innovative Circular Economy project in London.



Umashankar Venkatesh

With a Ph.D. in Management, along with Graduate qualifications in Management and Agricultural Economics, Dr. Venkatesh is an experienced Management Academic, having spent more than 30 years in business education, research and industry. His areas of interest include – Consumer Behavior, Services, International Marketing; Rural Marketing, Customer Centricity etc. His research interest lies in services marketing and he has published nationally and internationally in the area of services marketing in general and hospitality and tourism management in particular. He is PhD supervisor and examiner to many universities in India. He is on the Editorial Board of various research journals; has authored a book on Services Management along with research papers published in International Journals. He has been Advisor to Miebach Logistics (India), Germany; Ethnosphere, Switzerland; and Brand & Strategy Advisor to Bunkaari-India.



Johann Ferdinand Weicht

Johann Ferdinand Weicht studied communication sciences in Berlin, Germany. He has focused his research on public relations and the communication of CSR and sustainability by corporations, particularly through the means of non-financial reporting. Mr Weicht has since worked in sustainability, including his work for the BMW Foundation and CDP (formerly the Carbon Disclosure Project). He currently works as a consultant in KPMG's sustainability services practice. In his recent academic work, Mr Weicht has co-led the development of CDP's European climate change and natural capital study in 2017, and co-authored study materials for a German university.



Alessandro Monti

Prof. Dr. Alessandro Monti is a full professor for Corporate Management and Organisation at Cologne Business School. His research focuses especially on topics of pricing strategies and sales excellence, primarily in a digital and CSR-related context. Besides that, he is particularly interested in topics of business and economic history. He holds a Diplom in Economics from University of Cologne and a M.Sc in Management from the London School of Economics. He has achieved his Ph.D. at University of Cologne, researching on the history of pricing in the 18th and 19th century manufactories. Prior his academic career, Prof. Dr. Monti was a strategy and marketing consultant at Simon-Kucher & Partners, working on market and strategy related projects worldwide, and was employed in various consulting and pricing strategy positions both in the consulting areas as well as in a B2B environment.