



# Management teaching and research: Sustainability, innovation, and entrepreneurship





# The Theme Running Through All That We Do: Environmental Challenges Can Be Recast As Opportunities for Innovation and Enterprise





# Sustainability at the Lundquist College: Teaching

- Sustainable business classes taught since 1994
- A program for every student
  - MBA in Sustainable Business Practices
    - #3 Best Green MBA, 2021: Princeton Review
  - Minor in Sustainable Business
  - Undergraduate concentration in Sustainable Business in process
- Sample of classes
  - Industrial ecology
  - Clean energy finance
  - Life cycle assessment
  - Impact investing



# Sustainability at the Lundquist College: Engagement

- A long history of experiential learning
- From a final project in a course to a 6-credit focused project
- Sample of projects
  - Alaska Airlines: Introducing biofuels for jets
  - Portland General Electric: Finding secondary uses for lithium auto batteries
  - Green Energy Corp: Evaluating markets for microgrids
  - Eugene Water and Electric Board: Structuring community solar energy
  - EDP Renewables: Assessing future development potential
  - Cushman Wakefield: Creating an energy-saving tool for building managers



# Sustainability at the Lundquist College: Research

- Since 2006: Center for Sustainable Business Practices
- Thought leadership: 13 research faculty and 4 professional faculty
- Sample of recent research
  - Solar and wind energy supply chains
  - Local food cultures
  - Green product line design
  - Servicizing
- Bandwidth for additional research





# Sustainability at the Lundquist College: Research

- Interdisciplinary research teams can address important policy-related questions
  - Models of consumer decision-making to predict adoption of green initiatives
  - System optimization for the grid
  - Investment models to support energy infrastructure
  - Inclusive solutions to home energy efficiency
  - Policies to support green energy entrepreneurs