

## **Competitive/Corporate Strategy and Sustainability**

**Lead supervisor: Prof Edmund Thompson**

What are the key interrelationships between competitive and/or corporate strategy and sustainability? How do competitive and/or corporate strategy adversely and advantageously affect sustainability? How do sustainability exigencies affect competitive and/or corporate strategy? What makes competitive and/or corporate strategies embrace or ignore sustainability? How do personality and individual differences affect competitive and/or corporate strategy/sustainability interrelationships? How do competitive and/or corporate strategy shape sustainable and unsustainable consumption, and vice versa? How do competitive and/or corporate strategy influence public opinion and policy on sustainability, and vice versa?

Competitive and/or corporate strategy can have both positive and negative effects on sustainability. Likewise, the imperatives of sustainability increasingly affect all forms of competitive and/or corporate strategy. While various typologies have attempted to describe sustainability/competitive and/or corporate strategy interactions, their veracity and value is debatable as this is a developing field with not just numerous unanswered, but unposed questions. Delineating such questions, even defining tractably their terms, let alone answering them, offers extensive opportunity for systematic conceptualization, theorization and empirical examination.

If you would like to develop a PhD project to shed light on any aspect of interrelationships between sustainability and competitive and/or corporate strategy, then do please get in touch. If your interest is strong and you have an appropriate blend of qualifications, aptitudes and motivations, you will join a supervisory team lead by Professor Edmund Thompson to develop a specific avenue of research relating to a facet of sustainability and competitive and/or corporate strategy that both interests you and that the team finds both compelling and worthwhile. Your PhD training, supervision and research will be directed to ensure that an original contribution to knowledge is made through the production of professional scholarly papers.

In the first instance, please send the lead supervisor the following:

1. An original, non-generic proposal of the kind of research you would like to pursue in terms of topic areas relating to the above, drawing as necessary on extant literature.
2. An explicit indication of the theoretical and empirical approaches you think might be appropriate (and that you'd personally like to deploy), drawing on extant literature.
3. A statement of the kinds of scholarly training, practical research and ethical issues you think you'd need to consider in order to succeed in completing your PhD effectively.
4. An explanation of (i) why you want to pursue a PhD in the first place; (ii) why you are interested in the particular topic area you propose researching; and (iii) what career you plan to develop, and how, after completion.
5. A full CV.