

A Case Study on Blended Pedagogical Approach by Leveraging on Digital Marketing Concepts towards Inculcating Concepts of Sustainability in Management Education

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Abstract : Teaching sustainability concepts along with profit maximizing philosophy of business in management education is a challenge. This paper explores and evaluates various learning models to inculcate sustainability concepts in management education. The paper explains about a new pedagogy that was tested in a business management school (Indus Business Academy, Bangalore, India) to teach sustainability. The pedagogy was designed by intertwining concepts related to sustainability with digital marketing concepts. As part of this experimental method, students (in groups) were assigned with various topics of sustainability and were asked to work with concepts of digital marketing and thus market the concepts of sustainability. The paper explains as a case study as to how sustainability was integrated with digital marketing tools and how learning towards sustainability was facilitated. It also explains the outcomes of this pedagogical method, in terms of inculcating sustainability concepts amongst management students as well as marketing and proliferation of sustainability concepts to bring about the behavioral changes amongst target audience towards sustainability.

Keywords : management-education, pedagogy, sustainability, behavior

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