

Master-Themen

Themenblock A: Sustainable Innovations and Sustainable Supply Chain Management

1) Drivers of Sustainable Product Innovations.

Einstiegsliteratur:

- Dangelico/ Pujari 2010: *Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability*. In: *Journal of Business Ethics* 95 (3), S. 471–486.

2) Challenges of Radical Innovations – The Example of (Hybrid-) Electric Cars.

Einstiegsliteratur:

- Dijk/ Yarime (2010): *The emergence of hybrid-electric cars: Innovation path creation through co-evolution of supply and demand*. In: *Technological Forecasting and Social Change* 77 (8), S. 1371–1390.

- Høyer (2008): *The history of alternative fuels in transportation: The case of electric and hybrid cars*. In: *Utilities Policy* 16 (2), S. 63–71.

3) The Relationship between Lean and Green Supply Chain Management Practices.

Einstiegsliteratur:

- Florida (1996): *Lean and Green: The Move to Environmentally Conscious Manufacturing*. In: *California Management Review* 39 (1); S. 80-105.

- Dües/ Tana/ Lim (2013): *Green as the new Lean: how to use Lean practices as a catalyst to greening your supply chain*. In: *Journal of Cleaner Production* 40, S. 93 - 100.

4) Challenges of Building Organic Cotton Supply Chains.

Einstiegsliteratur:

- Chouinard/ Brown (1997): *Going organic – converting Patagonia’s cotton product line*. In: *Journal of Industrial Ecology* 1 (1), S. 117–129.

- Goldbach/ Seuring/ Back (2003): *Coordinating sustainable cotton chains for the mass market – the case of the German mail order business OTTO*. In: *Greener Management International* 43, S. 65-78.

5) Challenges of Building Sustainable Food Supply Chains.

Einstiegsliteratur:

- Spence/ Bourlakis, (2009): *The evolution from corporate social responsibility to supply chain responsibility: the case of Waitrose*, *Supply Chain Management: An International Journal* 14 (4), S. 291 – 302.

- Morgan/ Murdoch (2000): *Organic vs. conventional agriculture: knowledge, power and innovation in the food chain*. In: *Geoforum* 31 (2), S. 159–173.

Themenblock B: Environmental Management Methods and Practices

- 1. Life Cycle Assessment: Comparison of different methods (e.g. ReCiPe)**
- 2. Life Cycle Assessment: Literature Study: Use-phase of textiles**
- 3. Life Cycle Assessment: Literature Study: Influence of transportation processes on life cycle assessments of different industrial sectors**
- 4. Comparison of different environmental management methods**
- 5. Different recycling processes in the textile industry**

Themenblock C: Neuromarketing

- 1. Neuromarketing: theoretical basics, models, research methods an current state of research – an overview**
- 2. Neuromarketing: How do consumers make their purchase decisions and what influence have emotions and codes?**
- 3. Neuromarketing in the strategic sustainability marketing: Which influence have sustainability informations on the purchase decision?**
- 4. Neuromarketing and textiles: Which cognitive processes influence the purchase decision of garments?**
- 5. Successful sustainability marketing (for textiles) by insights from brain research and its transfer to the consumer behavior**