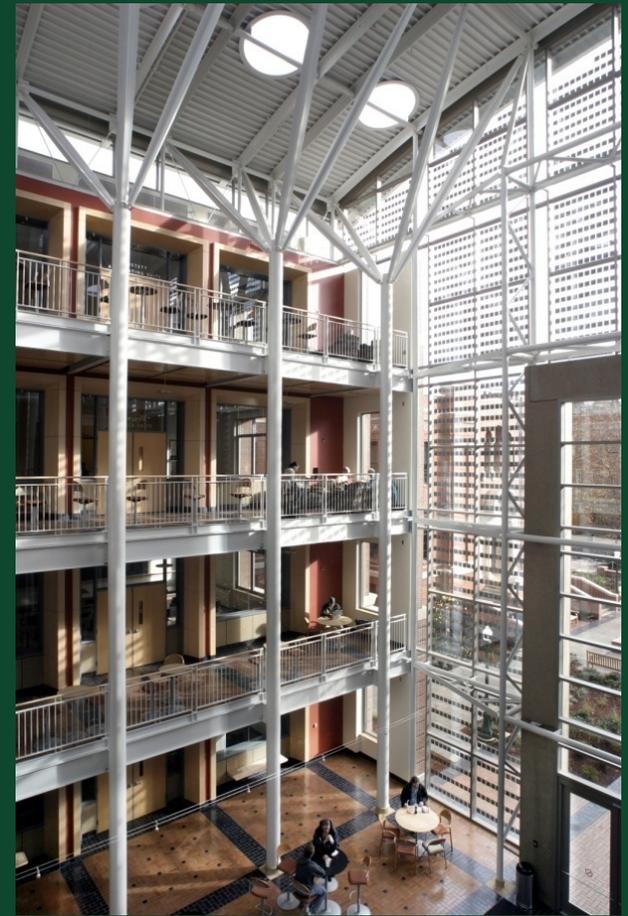




Management teaching
and research:
Sustainability, innovation,
and entrepreneurship





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