

Workshop Program

2024 Workshop on Research Methods in
Social Sciences and Business

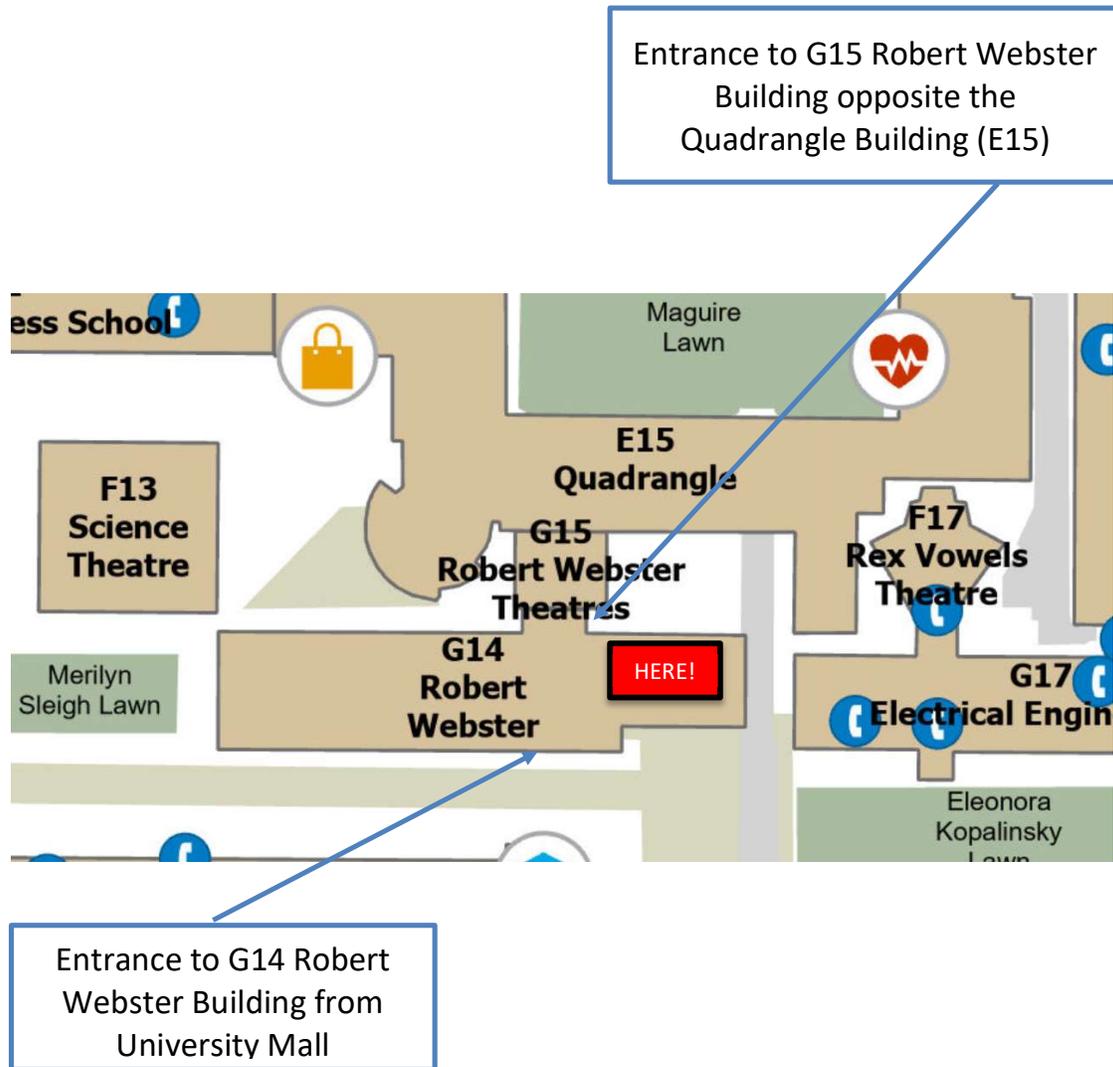


Experimental Research in Sustainability: Insights, Opportunities and Challenges

Tuesday, 19 November 2024

New South Global Theatre (G14), UNSW Kensington Campus

12:00-12:45	Registration and lunch	
12:45 – 13:00	Opening remarks and introduction to the workshop	Dr Yee Shih Phua <i>(Accounting, UNSW Sydney)</i>
13:00 – 13:55	Presentation 1: Balancing Profit and Purpose: The Impact of Sustainability on Stakeholder Decisions and Firm Strategy (40 minutes presentation and 15 minutes Q&A)	Associate Professor Patrick Martin <i>(Graduate School of Business, University of Pittsburgh)</i>
13:55-14:05	Mini break	
14:05 - 15:00	Presentation 2: Unlocking Sustainable Behaviours: Challenges and Insights from Experimental Research (40 minutes presentation and 15 minutes Q&A)	Professor Nitika Garg <i>(Marketing, UNSW Sydney)</i>
15:00 – 15:20	Afternoon tea	
15:20 – 16:15	Presentation 3: A Psychological Perspective on Sustainability (40 minutes presentation and 15 minutes Q&A)	Professor Ben Newell <i>(Psychology, UNSW Sydney)</i>
16:15-16:20	Mini break	
16:20 – 17:00	Panel discussion	All speakers and Professor Hean Tat Keh <i>(Marketing, Monash University)</i>
17:00 – 17:10	Concluding remarks	Yee Shih Phua



Notes:

- 1) The New South Global Theatre's location is shown by the red box ("HERE!").
- 2) There are three main entrances to the [Robert Webster Building](#). However, the two easier ones to get to are: (i) the one in G14 from University Mall, and (ii) the one in G15 that is opposite/diagonally across from the Quadrangle Building.