



Marketing Seminar KnowIT!

Environmental, Social, and Governance (ESG) Criteria and their Relevance for Firm Success *What can managers learn from academic research findings?*

Summer 2022

Prof. Dr. Sonja Gensler

Every year, hundreds of studies are published in academic journals covering a wide range of topics. In this seminar, you have the opportunity to dive deeper into the topic ESG/CSR and the impact of responsible firm behavior on a firm's success. Topics covered in this seminar are, for example:

- Relevance of responsible firm behavior for shareholders,
- Relevance of responsible firm behavior for (potential) customers,
- Relevance of responsible firm behavior for employee and talent acquisition.

You are going to write a literature review about one specific topic, and present your insights addressing the following questions:

- a) What do we already know from previous research?
- b) What gaps exist in the literature?
- c) What are the key learnings for managers?
- d) What will be the impact of current trends on the validity of the results?

Learning objectives

Main objective of this seminar is to improve your *academic writing skills*. After participating in this seminar, you are able to effectively summarize and categorize literature related to a specific marketing topic and to translate academic findings into managerial implications. Moreover, you train your *communication* and *presentation* skills.

Seminar Requirements

The seminar consists of two mandatory assignments:

- (1) Literature review (covering questions a) and b)) | max. 12 pages | 50% of final grade
- (2) Presentation (covering questions c) and d)) | 5 minutes + 10 minutes discussion | 50% of final grade

All assignments have to be passed to get 12 ECTS for the seminar.



Timetable

What?	When?
Kick-off meeting	April 26, 2022 17:00 hrs to 18:00 hrs
Q&A session “How to write a literature review?”	May 09, 2022 16:00 hrs to 18:00 hrs
Deadline for handing in report	June 17, 2022 14:00 hrs (Learnweb)
Presentations	June 22, 2022 10:00 hrs to 14:00 hrs

During the course of the seminar, you can schedule individual (online) **meetings** with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.

For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).