**Three-year Research Scholarship at the Cardiff School of Management, Cardiff Metropolitan University.**

The Doctoral Scholarship (i.e. PhD) is sponsored by the Coleg Cymraeg Cenedlaethol.

**Research area**: Sustainable Business

**Start date:** 1st October 2022

**Duration of research**: 3 years

**Closing date:** 17:00 Thursday 30th June 2022

Cardiff Metropolitan University is seeking to appoint an enthusiastic person to undertake

a doctorate in Sustainable Business. The successful candidate will receive a three-year Scholarship funded by the Coleg Cymraeg Cenedlaethol.

**Project context:**

The research will identify and highlight best practice in Sustainability in Business and offer a spotlight on the approaches Welsh businesses are taking to minimise the impact upon the natural environment, whilst also supporting localised economic development, protecting Welsh communities and the Welsh language.

Sustainable business practices are increasingly recognised as best practice in long-term business strategies. The movement towards more sustainable living has gained attention in the media and has increased in social consciousness, supported by wide media coverage of the Convention of Parties 26 in Glasgow 2021. The COP26 summit brought together politicians, business leaders and environmental activists to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change (UNCC, 2021). The COP26 outcomes included a transnational agreement to work on securing ‘near global net Zero’, to ensure adaptation for loss and damage due to climate change, to mobilise finance in sustainable development, and for better collaboration to deliver on these goals (UNFCCC, 2021 : 5).

Globally, Wales has been recognised as a leader in sustainable development, from the introduction of the institutional framework for sustainable development in Wales leading with the legislation of devolution in the Government of Wales Act 1998, to the introduction of a Future Generations Commissioner for Wales and the National Assembly for Wales passing the Well-being of Future Generations (Wales) Act 2015, focussing on ensuring that future generations have a fair and sustainable Wales in which to live (Welsh Government, 2019). The Well-being of Future Generations Act from 2015 (WFG Act) strengthened this framework considerably through a comprehensive approach to sustainable development and Davidson (2020) supported these developments in case study research on Wales’ response to global climate change with examples of radical public policy.

The research aim is to critically examine innovative and sustainable business practices from around Wales, based on theoretical frameworks such as Triple Bottom line and Circular Economy, evidencing practice from a range of business fields and sizes (including small artisan companies, e.g. ‘grounds for Good’ in Cardiff; Not for Profit Utility companies, such as Welsh Water; for Profit organisations, e.g. Halen Môn, Anglesey) and to design good practice guides for leaders and managers aiming to incorporate innovative sustainable strategies within their business practices. In doing so, the research will contribute to academic and policy debates on business development strategies.

Research objectives of the project:

* To undertake a critical review of existing literature and create a framework for best practice in Sustainability and sustainable business practices in Wales;
* To identify a range of organisations, across different sectors and geographical locations and critically examine their business operations to identify areas of good practice within sustainability in Wales;
* To evaluate the impact of the sustainable business practices in their contribution to sustainability as defined by Elkington (1999) in terms of society, economic and environmental sustainability;
* To identify good practice in the protection of Welsh heritage and culture, including good practices in the promotion of the Welsh language, through technology, marketing, social media and other business practices;
* To develop a guide for Welsh organisations as best practice in innovative sustainable business operations and business development.

**The research is planned in three phases:**

**Phase 1:** To determine best practice in business in Wales. This phase includes a critical literature review which will establish a conceptual framework and determine best practice. Initial primary research will engage businesses via a questionnaire and identify good practice in Sustainability in Wales.

**Phase 2:** From the results of the questionnaire, engage with specific respondents in qualitative interviews and / or observations (websites / marketing materials, etc to further identify good practice and evaluate its impact on business success and impact upon Society, Economics and Environment (including language and culture).

**Phase 3:** Create a Good practice guide and re-engage with respondents in qualitative interviews / focus groups to improve the content and develop on areas where required. This could become a Delphi Technique-based cyclical process in phase 2 and 3 until final version is produced.

**Potential impact:** The outcome of the work will be to support best practice in business, to showcase Wales’ good practice in leading the way in sustainable business and to create a support guide for new and existing businesses, in both rural areas and industrialised areas (e.g. rural, urban and coastal) to expand and develop ways which meet the needs of society, economy and the natural environment.

**The scholarship:** from October 2022 for a maximum of 3 years (if, after such time, the candidate has not completed, they will need to self-fund to completion)

The scholarship includes PhD course fees and a stipend maintenance grant per annum. The stipend paid to the scholar will be £16,062 every year. The successful candidate will be expected to work with a range of Cardiff Met staff including attending conferences, poster symposiums, professional development sessions, and meeting at least once every 2 months with their supervisor. Regular attendance of supervisory meetings is required as part of the contract. Hybrid working is supported, and PhD progression is dependent on satisfactory completion of Progress Reviews at 6-months, 12-months and 24-months.

The scholarship is open to anyone from the United Kingdom (UK) and EU students who meet the conditions of UK residents. **The successful candidate must be fluent in both spoken and written Welsh, in order to conduct and present the research through the medium of Welsh.**

Further details about the University:

<http://www.metcardiff.ac.uk/research/Pages/default.aspx>

The Coleg Cymraeg Cenedlaethol is working with the universities of Wales to develop more Welsh medium study opportunities for Welsh students. The Research Scholarships Scheme sponsors students to study for a doctorate in order to promote and develop scholarship, research and publishing through the medium of Welsh and to nurture world-class researchers.

The successful candidate will have the opportunity to join the University Branch of the Coleg Cymraeg and become part of a network of Welsh-medium students and staff across a variety of research areas at the University.

Further details about the Coleg Cymraeg Cenedlaethol:

<http://www.colegcymraeg.ac.uk/en/>

**Application deadline:** 17:00 Thursday 30th June 2022, to apply, please send a CV with a brief supporting statement to kyoung@cardiffmet.ac.uk

**Interviews:**

Interviews will be conducted through the medium of Welsh.

Contact: Dr Kelly Young (kyoung@cardiffmet.ac.uk) or Daniel Tiplady

(dtiplady@cardiffmet.ac.uk) for more information.