

Marketing PhD Research Topic

Environmental Social and Governance reporting, marketing spend and managerial ability

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Chief Marketing Officers (CMOs) are increasingly now being asked to evaluate the impact of social responsibility, sponsorship and more importantly, Environmental and Social governance (ESG) issues (The Australian Financial Review 2021; The Economist 2022).

Unfortunately, to date there is little guidance to be provided to the practitioners by researchers on how ESG strategies and impacts of company actions influence the financial value of the firm (Fabiana Negrin and Dieter 2020; McGugan 2022; The Australian Financial Review 2021). CMOs are increasingly also being asked to justify the financial impacts of strategic choices and recommendations they provide (Cheong et al. 2021; Ferrell 2021; Stocker et al. 2021; Wall Street Journal 2022). This is particularly important for an area of ESG investment funds, estimated to be around \$100 trillion US (Serafeim and Yoon 2022), and where there is controversy that firms are actually doing what they say they are doing (McGachey 2022; McGugan 2022; The Australian Financial Review 2021).

This PhD will examine to how advertising spend interacts with ESG and their effect on specific firm value (Serafeim and Yoon 2022) Secondly, this research examines the role of managerial ability, defined here as how efficiently they manage the firm's resources (Demerjian et al. 2012) to navigate the process of building a solid ESG reputation and promoting this to the outside world. It may well be that better managers can manage with smaller marketing budgets to promote ESG, or that better managers are trusted with larger budgets. The literature is unclear on this, and thus there is an important contribution to this new area of business practice.

Secondary data will be sourced from Refinitiv, COMPUSTAT. Candidates need a solid background in Finance, Marketing and /or Econometrics. All candidates should prepare a short 10-page proposal with budget as to how they would complete this thesis in around three years. Scholarships are competitive at Edith Cowan, and candidates need apply directly to the university before being considered by the supervisory team.

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