

Potential PhD Research Topic. Environmental Social and Governance (ESG) influence on marketing budget allocation

Environmental Social and Governance reporting, impact on marketing budget allocation

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Abstract

This PhD will examine ESG influence on marketing budget allocation. In particular, how will calls for social justice, sustainability, and other forms of corporate social responsibility affect marketing decisions and budgets? How can we measure the effects of such re-allocation on both business KPIs and on social KPIs? All candidates should prepare a short 10-page proposal with budget as to how they would complete this thesis in around three years. Skills in R and Python are recommended also for this PhD.

Keywords: Marketing, Finance, ESG, Environmental and Social Governance, Advertising.

Further details

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).

Specifically, this PhD will examine how effective advertising spend is with ESG accreditation by outside agencies. We will also examine other indicators of ESG performance such as investment in and innovation in this area as well as how well companies deal with environmental controversies.

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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