





Faculty Member Contact Information

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Contact Info	
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Department	Management and Marketing

1 Funded, 1 Unfunded URCA Assistant

	This position is ONLY open to students who have declared a major in this discipline.	M
	This project deals with social justice issues.	
X	This project deals with sustainability (green) issues.	
	This project deals with human health and wellness issues.	
	This project deals with community outreach.	
	This mentor's project is interdisciplinary in nature.	I

Are you willing to work with students from outside of your discipline? If yes, which other disciplines?

Yes

How many hours per week will your student(s) be required to work in this position?

(Minimum is 6 hours per week; typical is 9)

9

Will it be possible for your student(s) to earn course credit?

Location of research/creative activities:

School of Business (FH)

Brief description of the nature of the research/creative activity?

The CFS (Consumers for Sustainability) Project

The CFS project has a dual mission: to empower consumers to make sustainable purchasing decisions and to encourage companies to adopt environmentally and socially responsible practices. This initiative aims to raise awareness about sustainable production processes and to promote greater transparency within the consumer goods industry.

The specific objectives of the project are:

- (a) To empower consumers, especially young adults, to make informed and sustainable choices.
- (b) To encourage companies to implement sustainable practices, including fair labor conditions, environmentally conscious production methods, and responsible business operations.
- (c) To promote greater transparency among brands by providing consumers with clear information about production processes.

We are currently focused on the publication of a paper that analyzes and presents the results of our recent survey which explores three key areas:

- Consumer perceptions regarding the sustainability of fashion companies
- The sources consumers use to learn about corporate sustainability practices
- The factors that have most influenced individuals to adopt sustainable lifestyles

Brief description of student responsibilities?

The Assistant will support the project through mainly the following tasks:

- Monitoring the Twitter accounts of 13 fast fashion companies and analyzing references to sustainability-related topics (we will provide a detailed list of aspects to track) over a two-month period.
- Creating visually appealing graphics based on spreadsheet data to help communicate findings effectively.
- Collaborate in other aspects of the project that may arise throughout the process for its smooth progress.

URCA Assistant positions are designed to provide students with *research or creative activities* experience. As such, there should be measurable, appropriate outcome goals. What exactly should your student(s) have learned by the end of this experience?

As a participant in the Consumers for Sustainability (CFS) Project, a student gains hands-on experience in sustainability-focused research and advocacy. Through tasks such as analyzing

social media activity of fast fashion brands and interpreting survey results, students deepen their understanding of public perceptions and information sources related to corporate sustainability.

In addition to building subject matter expertise, students develop a wide range of transferable skills. They gain experience in data analysis and visual communication through graphic creation.

Participation may also include contributing to academic writing and the potential for conference presentations.

Requirements of Students

If the position(s) require students to be available at certain times each week (as opposed to them being able to set their own hours) please indicate all required days and times:

There will be a weekly meeting, but we can discuss which times are best for all of us.

If the location of the research/creative activities involves off campus work, must students provide their own transportation?

Must students have taken any prerequisite classes? Please list classes and preferred grades:

Other requirements or notes to applicants:

Students applying to the CFS project:

- Should have a good understanding of spreadsheet use and the creation of graphics.
- Should be familiar with and a frequent user of Twitter.
- Your motivation matters. We want students who are interested and passionate about the topic of the project.