

From blue skies to corporate greening: A sustainable role for the public research scientist?

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Proposal presentation for full PhD registration

Monday, 2 August 2010, 10.30-11.30 am

Boardroom, Level 12, Rutherford House, Pipitea Campus

**Tea and coffee provided from 10.15am
ALL WELCOME**

As interest in corporate responsibility and sustainability has surged in recent years, attention has been given to developing comprehensive models for the integration of socially responsible and sustainable initiatives as a practical guide to management action (see, for example, Clarkson, 1995; Epstein, 2008). Often left unearthed is any understanding of the competing worldviews that shape and give meaning to individuals' experience of corporate responsibility and sustainability, and how the assumptions people make have consequences for action and organising. This ignores the crucial place of process knowledge in challenging problem-solving situations (Rousseau, 2009). This research examines the mental frames and sensemaking processes guiding public research scientists as they navigate their role in the corporate sustainability agenda. Specifically, it explores how the assumptions made by public research scientists on issues of corporate responsibility and sustainability shape the meaning they ascribe to their role. It also examines how the sensemaking processes they engage in have consequences for how, and by whom, problems are defined, and the approach that is then taken to dealing with them. It is anticipated that this study will contribute to the understanding of the ways in which different worldviews of organising and action enable or constrain the emergence of an externally productive and internally fulfilling role for the public research scientist in the corporate sustainability agenda.