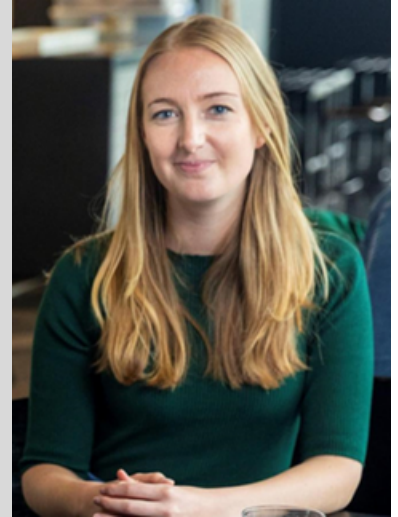


A Circular Economy

Joya's research covers a range of topics driving public discourse around sustainable futures. Are brands really moving towards sustainable practices or is it more so "woke washing"? What exactly does it mean for businesses to become more sustainable and how does that get marketed to the public? How and why do people reduce their meat intake? What drives people's decisions to not have children when considering the climate crisis? What are the potential uses of by-products of industry (e.g., closing the loop on plastics)? At the heart of this impressive body of work (more than 50 peer-reviewed articles in 6 years as an Early Career Researcher) is an interest in understanding consumer and supplier perspectives that can contribute to moving towards a circular economy.

About Joya

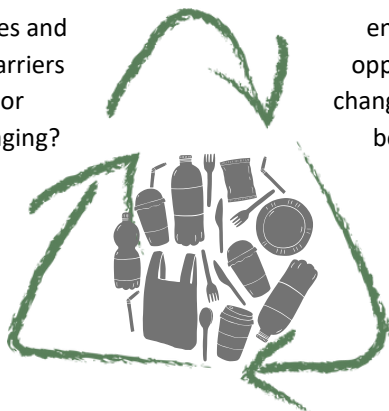
- PhD Marketing, UC
- UC Business School New, Early & Emerging Career Researcher Award, 2022
- UC Sustainability Committee and Business School Sustainability and PRME Lead



"There are ample examples of marketing being used for bad. I'm interested in what drives and motivates behaviour so we can thoughtfully consider how to promote more sustainable behaviours and production that fit within a circular economy."

A circular economy is one that eliminates waste—anything that is created can be circulated through the system and reintegrated in one form or another through remanufacturing, repurposing, recycling, composting or other processes. Our current linear economy produces a lot of waste and environmental degradation. The circular economy considers the finite resources we have and use. Moving to a fully circular economy addresses the range of climate change-related challenges we face today, including reductions in carbon in the atmosphere, protecting biodiversity, and ensuring the overall health and integrity of the planet. Massive changes across every level of society are required to move from our current system to a more circular economy.

How do **suppliers** perceive changes and what are the barriers to reduced or alternate packaging?



What are the barriers, enablers, and opportunities to changing **consumer** behaviour?

At a **systems** level, how might production streams limit the types of plastic used to ensure viable recycling streams and/or transition to reusable options?

Joya is part of an ongoing MBIE Endeavour grant looking at single-use plastics and potential solutions to reduce the roughly 380,000 tonnes of plastic going to landfills every year in Aotearoa New Zealand. While this is a massive amount of plastic waste, surprisingly the country doesn't produce enough waste to create viable streams for recycling. This research examines what industry changes are needed to make recycling more viable. However, Joya recognises we can't just recycle our way out of the problem—there's an imminent need to look at reusable options, however changes in current retail environments and consumer behaviour is needed - this is where her other work comes in.

Research Impact

The issue: There are considerable tensions in marketing on how to move to a sustainable circular economy in a field founded on the principles of profit maximization and continuous consumption. As an early career academic, Joya has identified that academic institutions and business school curriculums represent an important domain where she has the capacity to create change (influence) and with impact coming from changing workforce knowledge and practices. Changing the dominant industrial worldview present within business schools and the business sector is a necessary step in broader systems change.

The research: Over the last few years, Joya's research has built a framework for defining sustainability marketing and has considered how sustainability can be integrated into curriculum and professional development in marketing. Through systematic reviews and qualitative interviews with curriculum innovators, the research has laid the foundations for understanding the current state of practice as well as the opportunities and pressures (primarily student and industry demand) for developing greater sustainability marketing education.

The impact: From a knowledge systems perspective, Joya is having significant impact within a short period of time. She has won numerous early career research awards, including the UC Early Career Researcher Award in 2023 (jointly awarded), which highlights the quality of her work. Her research is highly cited, including in policy documents in 8 different countries showing international reach. She has created structural changes within marketing training programs including:

- In 2020 at the University of Auckland | Waipapa Taumata Rau, she developed and taught a new sustainability course that is still running after her move to UC in 2022. At UC she has now joined the interdisciplinary teaching team for the Bachelor of Social and Environmental Sustainability to help integrate business perspectives.
- Her research papers "What do we mean by Sustainability Marketing" and "Socio-technical Ttransitions and institutional change" have been integrated internationally into Business School curriculums.

Next steps for measuring impact include continued increases in the offering of sustainability marketing courses that are evaluated to determine their impact on students and subsequent changes in business practices. She is also looking to continue to foster partnerships with industry and community to see how theoretical models of the circular economy can be best integrated into practices and standards.

