Current Research Activities

The Center of Sales and Marketing comprises application-oriented and basic research activities in a variety of subjects that are relevant to understand, promote and critically contest sustainability in the realm of managerial economics. The three assembled (current and future) research projects illustrate this variety at the crossing points of marketing, environment, technology, and society.

Resilience of socio-technical systems

Exemplified at the electricity system we aim for a deeper understanding of resilience as a frame to conceptualize the persistency of socio-technical (supply) systems in its social, economic, ecological, and technical dimensions. Our research draws on the Sociology of Knowledge Approach to Discourse (SKAD) (Keller 2011) to explore the interplay between resilience and shared (or contested) knowledge on the level of social actors and institutions.

Table 1: Types of discourse research on resilience

<table>
<thead>
<tr>
<th>Type</th>
<th>Accepted truth claims</th>
<th>Research aim</th>
<th>Research questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>phenomenon-focused discourse research</td>
<td>resilience is a phenomenon of knowledge elements</td>
<td>analyze the social constitution of the phenomenon</td>
<td>Resilience of what entities? How does it emerge?</td>
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<tr>
<td>relaying discourse research</td>
<td>resilience has an equivalent in the world of things</td>
<td>analyze discourse effects on the resilience of an entity</td>
<td>Resilience in whose perspective? How does it emerge?</td>
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<tr>
<td>innovating discourse research</td>
<td>resilience research</td>
<td>transform communication of the phenomenon</td>
<td>Resilience is what knowledge is about? How does it transform?</td>
</tr>
</tbody>
</table>

In order to address the resilience of an entity it is inevitable to have an idea of a (desired) nucleus and threats that are assumed to put the nucleus' persistency at risk. How these knowledge elements are struggled for in discourses on energy policy is an empirical question from a SKAD-perspective.

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Further Research Topics

• Cultural approaches to sustainability research (alimentary cultures)  
• Sustainability-oriented brand culture  
• Macromarketing  
• Recycling

References