



# **The Role of Interdisciplinary Research in Driving Sustainable Business Innovation**

**Presented by**

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# OUTLINE OF THE PRESENTATION

## The Role of Interdisciplinary Research in Driving Sustainable Business Innovation

1. Introduction To The Role of Interdisciplinary Research and Driving Sustainable Business Innovation
2. Highlight the growing importance of sustainability in the business world.
3. The Complex Nature of Sustainability Challenges
4. Multifaceted nature of sustainability issues  
(environmental, social, economic).
5. Interdisciplinary research and sustainable business innovation.
6. The Power of Interdisciplinary Collaboration
7. Interdisciplinary collaboration and its benefits for sustainability innovation.

# The Role of Interdisciplinary Research in Sustainable Business Innovation

- Sustainable business innovation is the **process of creating new products, services, or business models** that meet the needs of the present without compromising the future generations needs.
- It involves **integrating environmental, social, and economic considerations** into business strategies.
- **The Role of Interdisciplinary Research**
- **Holistic Problem Solving:** By integrating perspectives from various disciplines (e.g., engineering, social sciences, business, environment), Interdisciplinary research offers a comprehensive understanding of complex sustainability challenges.
- **Innovative Solutions:** The convergence of different knowledge bases stimulates creativity and leads to the development of novel and effective solutions.
- **Policy Influence:** Interdisciplinary research can inform policy-makers by providing evidence-based recommendations for sustainable development.
- **Capacity Building:** Collaborations between academia and industry can enhance the skillset of researchers and practitioners, fostering a culture of innovation.

## Types of Sustainable Business Innovation

### **Product Innovation:**

Developing environmentally friendly and socially responsible products.

### **Process Innovation:**

Improving operational efficiency and reducing environmental impact through new processes.

### **Business Model Innovation:**

Creating new business models that generate value while addressing social and environmental challenges.

# Key Areas of Sustainable Business Innovation in India

- **Renewable Energy:** India has immense potential in solar, wind, and hydro power. **Companies like Tata Power, Adani Green Energy, and ReNew Power** are leading the charge in this sector.
- **Waste Management:** The growing waste disposal problem in India has led **to innovative solutions like waste-to-energy conversion, recycling, and waste management startups.**
- **Agriculture:** With a large agrarian population, sustainable agriculture practices like **organic farming, precision agriculture, and water conservation are gaining attention.**
- **Clean Mobility:** Electric vehicles and public transportation systems are emerging as key areas of focus. Companies like **Tata Motors and Mahindra Electric** are driving this transition.
- **Social Impact:** Addressing social issues like poverty, healthcare, and education through business models is gaining prominence. Example: **Dabur India** a leading FMCG company, has successfully integrated sustainability into its business model. Ayurvedic Heritage: Dabur leverages its Ayurvedic heritage to **develop natural and herbal products, reducing the environmental impact of chemical-based products.**
- **Rural Development:** Dabur's initiatives focus on **empowering rural communities through initiatives like 'Grameen Shakti' which provides livelihood opportunities to rural women.**

# The Complex Nature of Sustainability Challenges

## **Infrastructure:**

Lack of robust infrastructure hinders the adoption of sustainable technologies.

## **Consumer Awareness:**

Lack of awareness about sustainability is crucial for market growth.

## **Government Policies:**

Supportive policies and incentives are essential for fostering sustainable business innovation.

# **Core Principles of Sustainable Business Innovation:**

## **Multifaceted nature of sustainability issues**

### **Environmental Sustainability:**

Minimizing the negative impact on the environment through resource efficiency, waste reduction, and renewable energy.

### **Social Sustainability:**

Promoting fair labor practices, community development, and social equity.

### **Economic Sustainability:**

Generating long-term value for the business and its stakeholders while considering financial viability.

# Specific Areas of Interdisciplinary Research

## ➤ **Agriculture and Food Systems:**

Integrating agricultural sciences, economics, and sociology to develop sustainable farming practices, food processing, and distribution systems.

## ➤ **Renewable Energy:**

## ➤ **Waste Management:**

## ➤ **Healthcare and Public Health:**

## ➤ **Urban Planning and Development:**

Combining urban planning, architecture, engineering, and social sciences to create sustainable cities with efficient transportation, green spaces, and resilient infrastructure.



# Key Benefits of Interdisciplinary Collaboration

## ➤ **Enhanced Problem-Solving:**

Different disciplines bring unique approaches and tools, leading to more comprehensive and effective solutions.

## ➤ **Increased Creativity and Innovation:**

Multiple Perspectives from various fields sparks new and creative thinking.

## ➤ **Deeper Understanding:**

By looking at a problem from multiple angles, teams gain a more holistic understanding.

## ➤ **Improved Decision-Making:**

Diverse perspectives lead to more informed and balanced decisions.

## ➤ **Knowledge Transfer:**

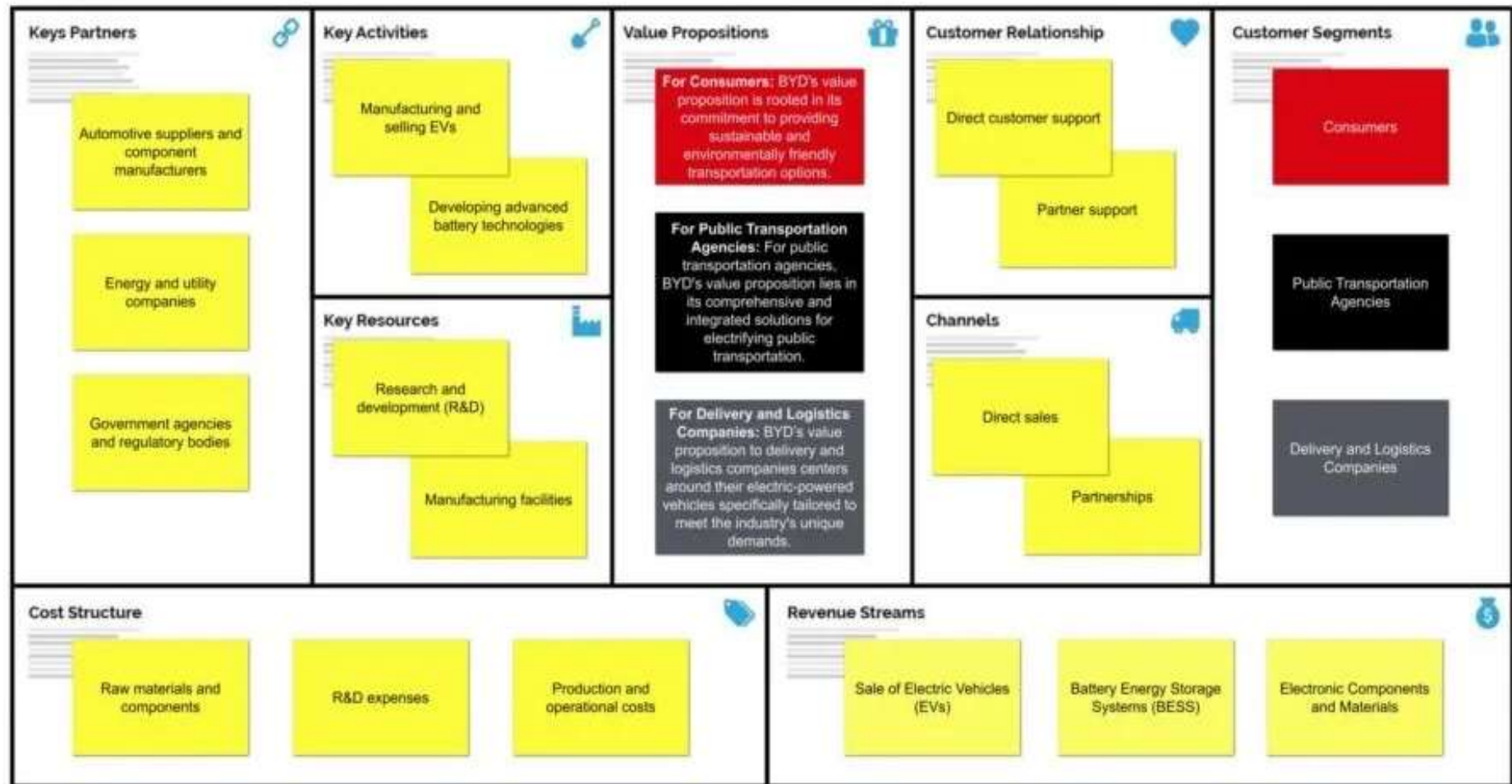
Collaborators learn from each other, expanding their knowledge base.

## ➤ **Stronger Networks:**

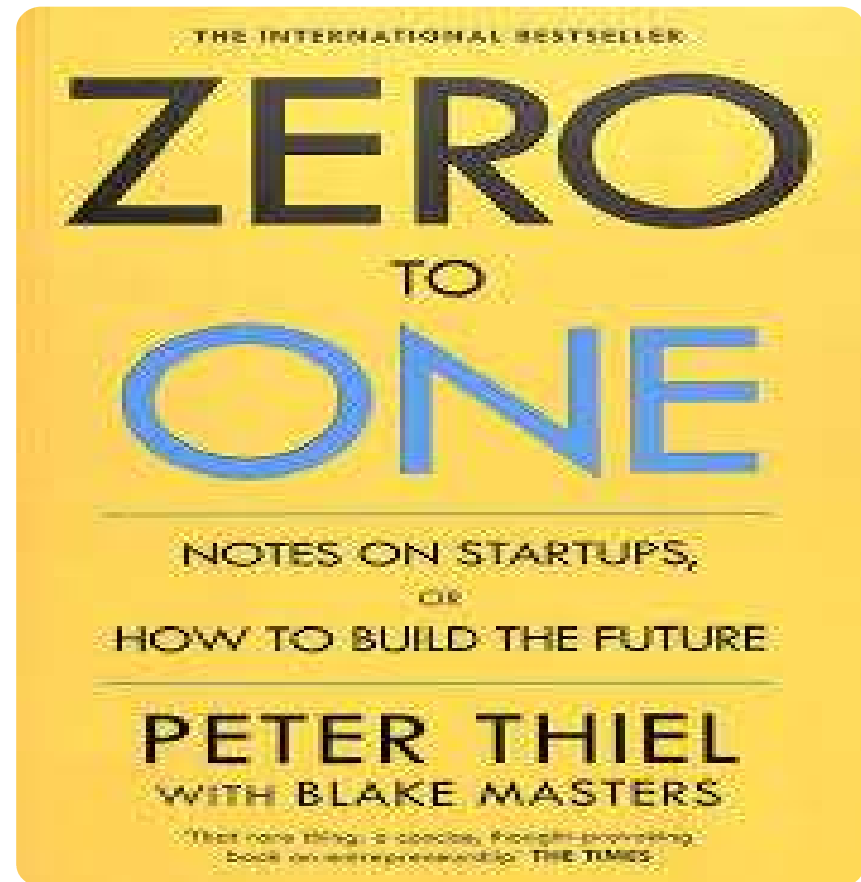
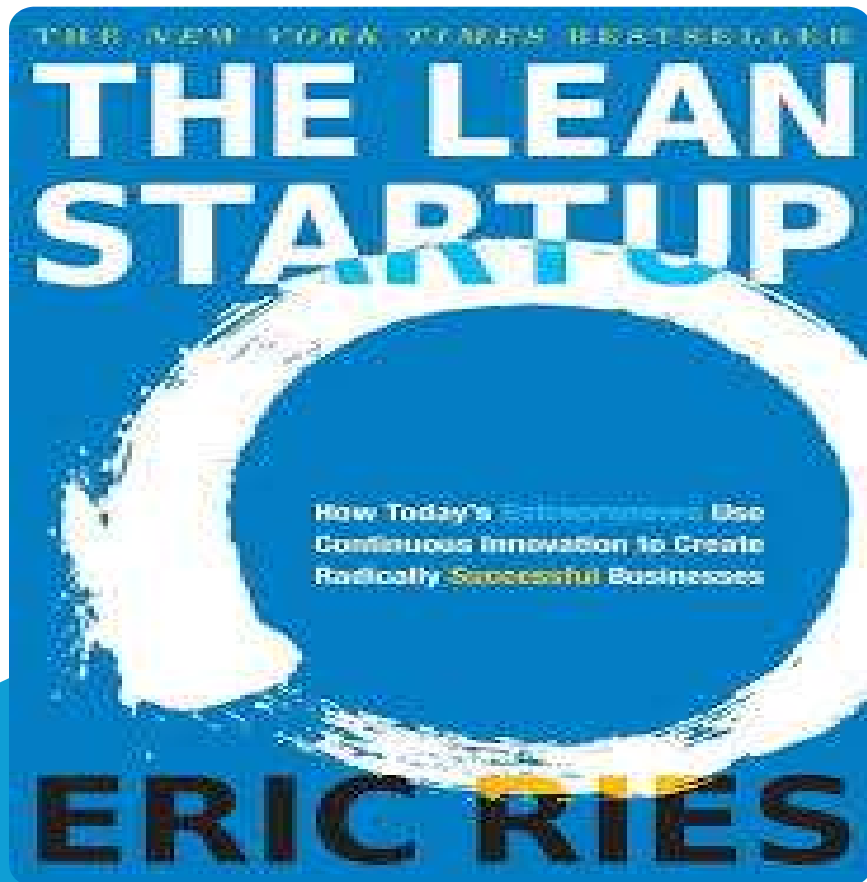
Building relationships across disciplines fosters collaboration and knowledge sharing.



# Business Model of Build Your Dream Company



# Books To Read and Explore



THANK YOU