Overview



Co-Directors: Prof. Onesun Steve Yoo & Prof. Paolo Taticchi

Purpose

"To shape a sustainable future by empowering businesses and leaders with cutting-edge knowledge and tools for sustainable business transformation"

Focus Areas



Data-driven transformation



Seamless integration into business



Responsible leadership

Data-driven sustainable transformation

Focus area

- Making sense of upstream data for more comprehensive decision-making
- Using AI and data-mining methods to support decision-making and the development of new tools
- Producing innovative indexes and studies to promote sustainable best practices across industries



Seamless integration into business

Focus area

- Developing models and tools to integrate sustainability into business strategy and business models
- Advancing sustainable finance through the development of knowledge and solutions for measuring and managing social impact
- Promoting multi-stakeholder initiatives to accelerate sustainable transformation in business and society



Responsible leadership

Focus area

- Advancing knowledge and the promotion of human-centric managerial practices
- Promoting the ethical use of AI and technology in business and management
- ➤ Empowering responsible leadership for driving sustainable transformation in industry







Prof. Onesun Steve Yoo

Co-Director

Onesun Steve Yoo is a Professor of Operations and Marketing Analytics in the UCL School of Management. Within the fields of operations management and marketing, he conducts research on topics around innovation and entrepreneurship, and have published in the top academic journals such as Operations Research, Marketing Science, Manufacturing & Service Operations Management, Production and Operations Management, and serves in senior associate editorial roles for these publications. His research has been featured in top media outlets such as the Wall Street Journal, and also cited by US Senators to impact business policy.

More recently, he has expanded his research agenda to apply artificial intelligence and gather insights from multimodal data sources to aid the sustainability initiative of business operations. Several of his works are funded by Innovate-UK (part of UKRI) grants, through which he has collaborated with industry partners to develop innovative methods to promote operational transparency and accountability in areas of supply chain, fashion retail, and regulatory compliance.

He has earned his PhD in Decision, Operations and Technology Management from UCLA Anderson School of Management, an MS in Electrical Engineering from UCLA, and BS in Electrical Engineering and Computer Science and BA in Applied Mathematics from UC Berkeley.



Prof. Paolo Taticchi

Co-Director

Paolo Taticchi is Professor in Strategy and Sustainability & School Deputy Director (Global Engagement & Executive Education) at UCL School of Management.

Highly active in executive education, Paolo has trained thousands of managers and executives from Fortune Global 500 companies and is a sought-after public speaker. His research on corporate sustainability and performance measurement is internationally recognised. Paolo's latest books, "Disruption" and "Sustainable Transformation Strategy," were both published in 2023. Paolo is also the host of the #InLoveWithBusiness podcast channel.

Paolo has significant consultancy experience in strategy and sustainability, assisting companies and governments across several countries. Paolo has received numerous awards for the impact of his work, and his projects, quotes, and opinions have been featured over 350 times in international media outlets.

From 2021 to 2023, Italy's leading business daily, Sole 24 Ore, named Paolo the most influential Italian under 40. In 2024, he received the prestigious Stefan A. Riesenfeld Memorial Award from Berkeley Law in recognition of his significant contributions to sustainable business practices.





World-class research power

UCL CSB Fellows

The Centre boasts an impressive network of affiliated faculty, drawn from multiple schools and departments across UCL.

These experts bring deep knowledge in fields such as sustainable business, economics, technology, policy, and climate science, offering a comprehensive approach to sustainability.

Our interdisciplinary capabilities enable the Centre to integrate insights and expertise across sectors, making it a unique platform for pioneering research and real-world applications.

Fellows







Dr Jen Rhymer

Building Sustainable Ventures, Sustainable Business, Sustainable Work Practice

Prof Alan Parkinson

Sustainability measurement and reporting, sustainable finance, sustainability accounting

Dr Raina Brands

Equality, Diversity and Inclusion, Change Management for Sustainability

Fellows







Prof Cristiano Busco

Sustainability measurement and reporting, sustainability accounting, social impact measurement, integrated reporting

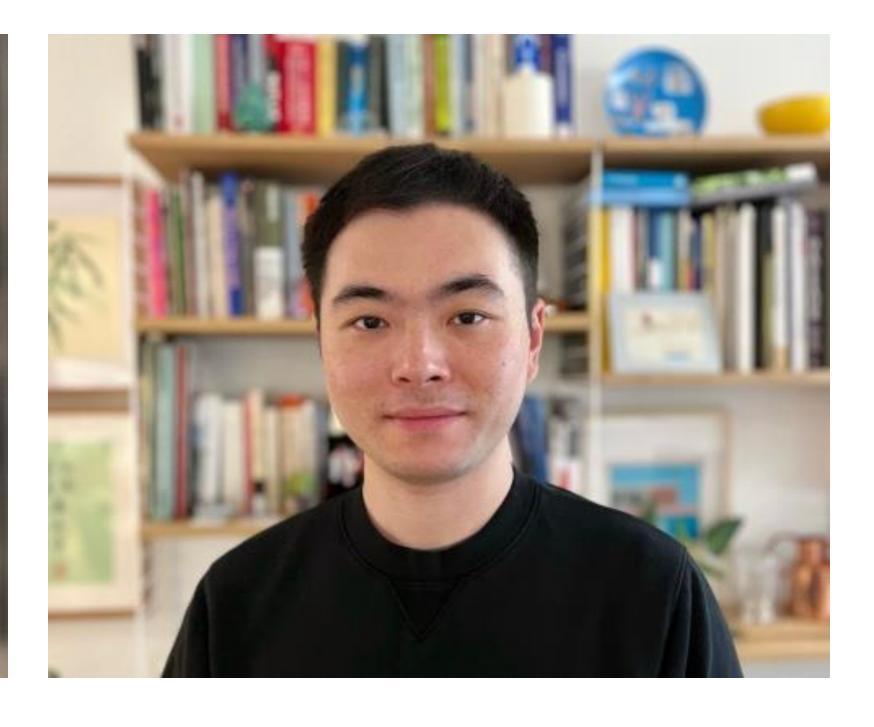
Prof Nina Seppala
Business ethics

Prof Cristiano Zazzara
Sustainable Finance

Fellows







Itxaso Del Palacio Aguirre

Sustainability of venture investment practices

Prof Davide Ravasi

Purpose, organizational identity, culture

Dr Deyu Ming

All applied to net-zero and to the restoration and enhancement of natural ecosystems

Fellows







Prof Sunny LeeEquality, Diversity and Inclusion

Dennis Flynn

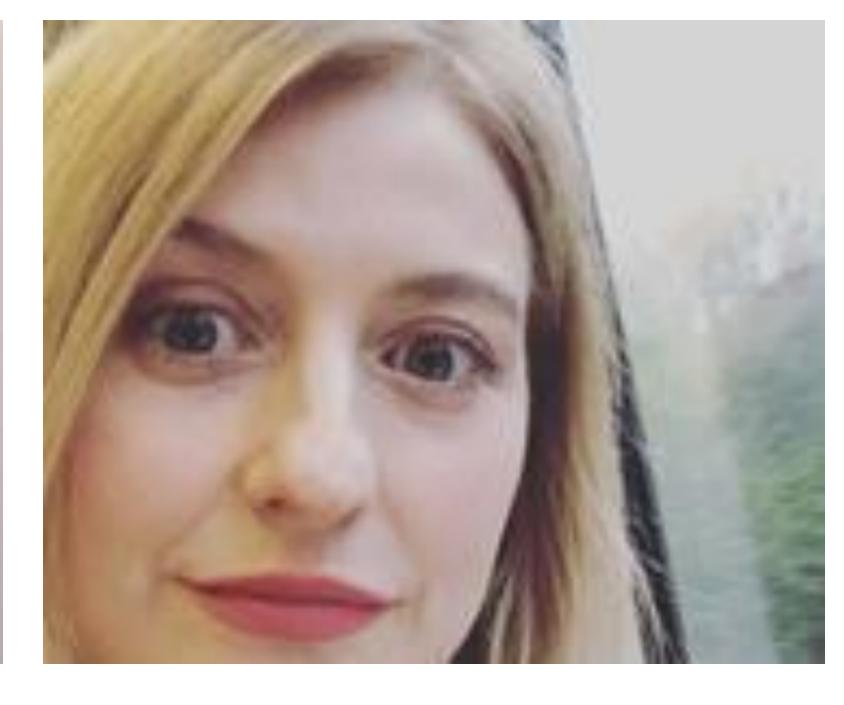
Al applied to crisis management and sustainability problems, charities, resiliency

Dr Dongyuan Zhan
Circular economy and recycling

Fellows







Dr Alastair Moore

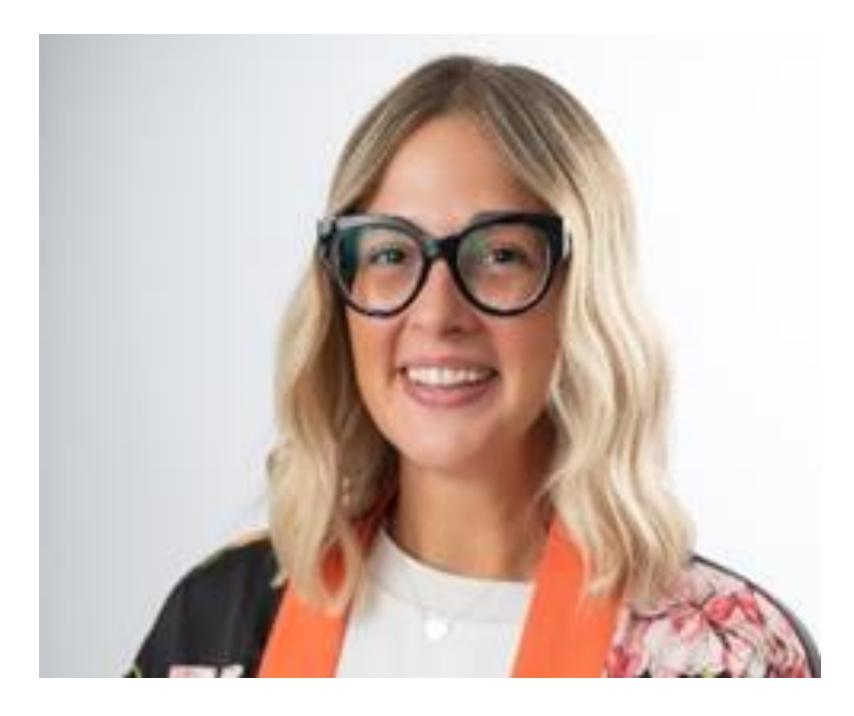
Al applied to a variety of ESG problems

Dr Annette Yunus-Pendrey

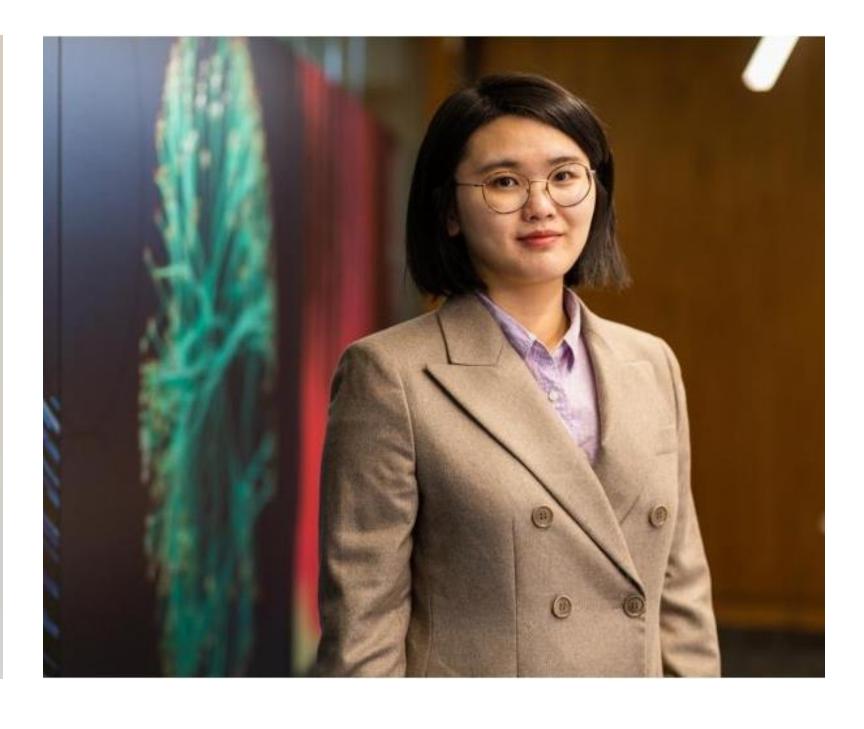
Sustainable transformation, sustainability planning, governance for sustainability

Dr Teresa Domenech Aparisi
Circular Economy, industrial decarbonisation pathways, sustainable resource management, Industrial symbiosis

Fellows







Dr Chiara Andreoli
Impact investing, social impact measurement

Dr Samuel Tang

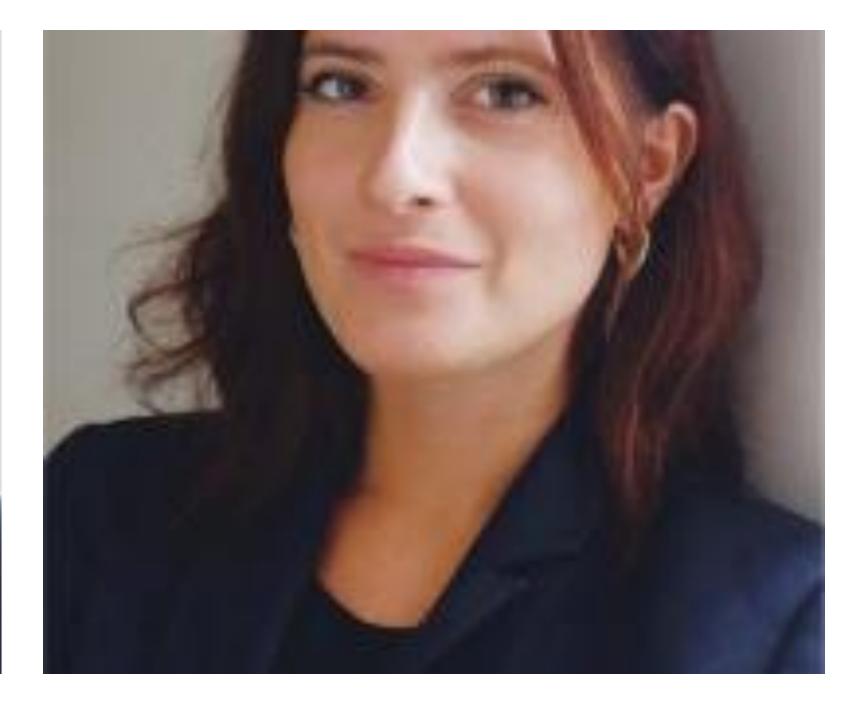
Climate change impact and adaptation,
environmental policies, sustainability accounting and
reporting, sustainable development

Dr Mengzhenyu Zhang
Sustainable consumption, partnerships for sustainability

Fellows







Dr Riccardo Angelini Rota

Sustainability, climate and the environment

Antimo Matano

ESG risk management, design of sustainability strategies and ESG assessments

Catrina Daly

Sustainability, energy management, impact investing, social impact measurement, ESG assessments, sustainable investment communication

Fellows







Simon Sylvester-Chaudhuri

Community-centred climate solutions, climate tech, urban innovation, sustainable business practices

Melina Corvaglia-Charrey

Design of sustainability strategies, sustainable transformation, sustainability reporting, sustainable marketing and communication

Dr Siddharth Singh

Clean energy policies, sustainable waste treatment

Fellows



Jingze Wang
Al applied to ESG problems



Sample scientific projects

Leveraging GenAl on unstructured geospatial datasets to develop risk/price benchmark for 'nature positive' risk metrics

Innovate-UK Grant: Unlocking nature positive private investments, Sep 2024 – Mar 2025

Using AI Copilot for Fashion Innovation & Sustainability

Innovate-UK Grant: Creative Catalyst 2024, Aug - Oct 2024

Social impact measurement and management

a three-year research project sponsored by the John Ryder Memorial Trust, ending December 2024

UCL Italian Sustainability SME Observatory

Sponsored by KPMG Italy and TECNO ESG, oneyear research project ending in 2024 Sustainability Circuits Index (4th edition), Sustainable Championships Index (3rd Edition), Serie A Sustainability Index

Rankings in collaboration with Enovation Consulting and Tecno International

NetZeroPlus: Sustainable Treescapes Demonstrator and Decision Tools

BBBSRC, 2022-2023

Development and Calibration of a Mixed-Species Model for Enhanced Woodland Creation Support

BBSRC, 2024-2025

ADD-TREES: Al-elevated Decision-support via Digital Twins for Restoring and Enhancing Ecosystem Services

EPSRC, 2023-2025

Sample scientific publications

Govindan, K; Demartini, M; Formentini, M. and Taticchi, P. (2024) "Unravelling and mapping the theoretical foundations of sustainable supply chains: a literature review and research agenda"

Transportation Research Part E: Logistics and Transportation Review (July 2024)

Ravasi, D., & Schultz, M. (2021). Organizational Identity and Culture Change. The Oxford Handbook of Organizational Change and Innovation (pp. 106-130). doi:10.1093/oxfordhb/9780198845973.013.5

Brands, R.A., & Rattan, A. 2020. Perceived Centrality in Social Networks Increases Women's Expectations of Confronting Sexism. Personality and Social Psychology Bulletin, 46(12): 1682-1701.

Liedong, T.A., Taticchi, P., Rajwani, T. and Pisani, N. (2022) "Gracious growth: how to manage the trade-off between corporate greening and corporate growth", Organizational Dynamics

Formentini, M. and Taticchi, P. (2016) "Corporate sustainability approaches and governance mechanisms in sustainable supply chain management", Journal of Cleaner Production

Yunus-Pendrey, A; Gond, J-P; and Spicer, A. (2024) "Going Back to My Roots: Stability Despite Liminality in the Search for Meaningful Work" Academy of Management Proceedings, Volume 2024, Issue

Yunus-Pendrey, A; Gond, J-P; and Spicer, A. (2024) "Unlocking Student Action? Uncovering Hidden Curriculum-Responsible Management (Un) Learning Dynamics" Academy of Management Proceedings, Volume 2024, Issue 1

Rhymer, J., Murray, A., and Sirmon, D. (2024). The advent of synthetic stakeholders: How non-traditional entities gain salience in organizations (Paper under review).

Sample scientific publications

Rhymer, J., Murray, A., & Sirmon, D. (2024). "Synthetic stakeholders: engaging the environment in organizational decision-making". In Research Handbook on Artificial Intelligence and Decision Making in Organizations (pp. 225-238). Edward Elgar Publishing

Murray, A., Rhymer, J., and Sirmon, D. (2021). Humans and Technology: Forms of Conjoined Agency in Organizations. Academy of Management Review. 46(3): 552–571.

Singh, Siddharth Prakash, and Alan Scheller-Wolf. "That's not fair: Tariff structures for electric utilities with rooftop solar" Manufacturing & Service Operations Management 24.1 (2022): 40-58

Singh, Siddharth Prakash, and Owen Q. Wu.
"Resource Allocation Under Utility Heterogeneity and Income Disparity: Redesigning the Community Solar Business Model." Kelley School of Business Research Paper 2023-4364961 (2023)

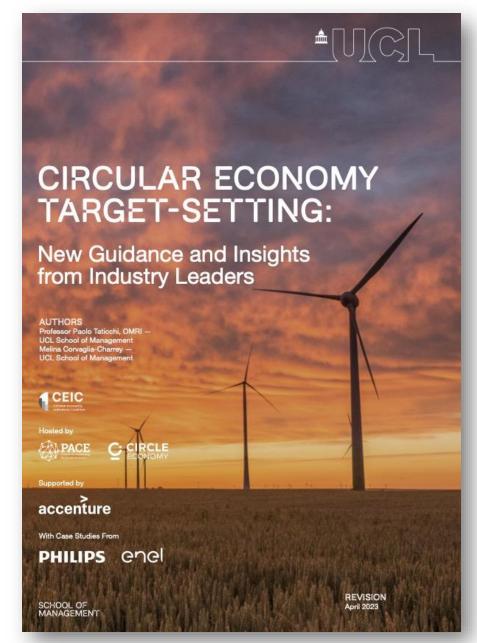
Sherman, Eliot L., Raina Brands, and Gillian Ku. 2023. Dropping Anchor: A Field Experiment Assessing a Salary History Ban with Archival Replication. Management Science, 69.5: 2919-2932.

Busco, C., Giovannoni, E., Riccaboni, A. and Frigo, M.L., 2024. The micro-foundations of corporate purpose: Performance management in dynamic environments. Management Accounting Research, 63, p.100890.

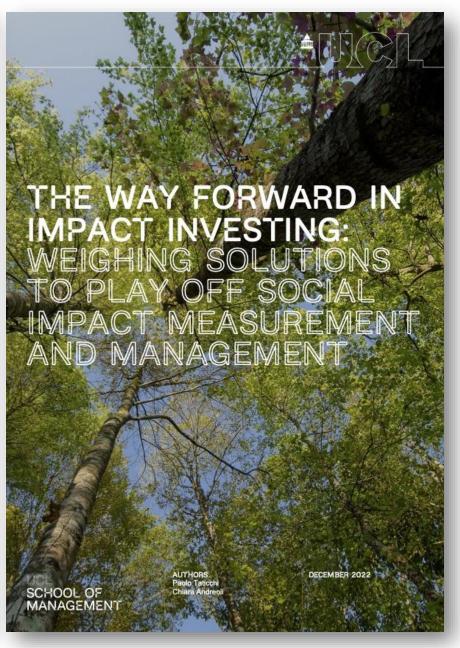
Brands, R. A., & Fernandez-Mateo, I. 2017. Leaning Out: How Negative Recruitment Experiences Shape Women's Decisions to Compete for Executive Roles. Administrative Science Quarterly, 62(3): 405-442.

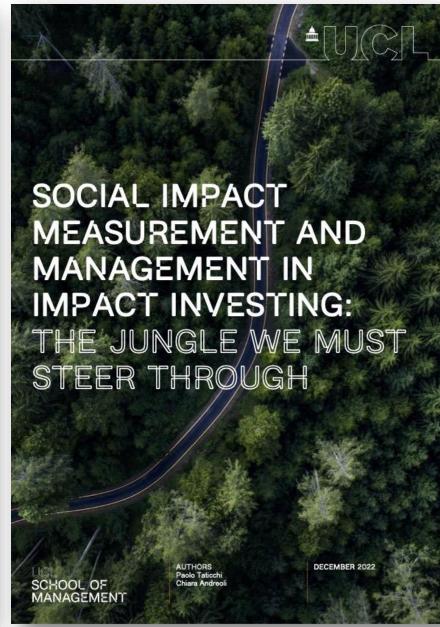
Busco, C., Granà, F. and Izzo, M.F., 2024. Beyond persuasive representations of facts: "figuring out" what sustainable value creation means in practice. Accounting, Auditing & Accountability Journal, 37(1), pp.393-426.

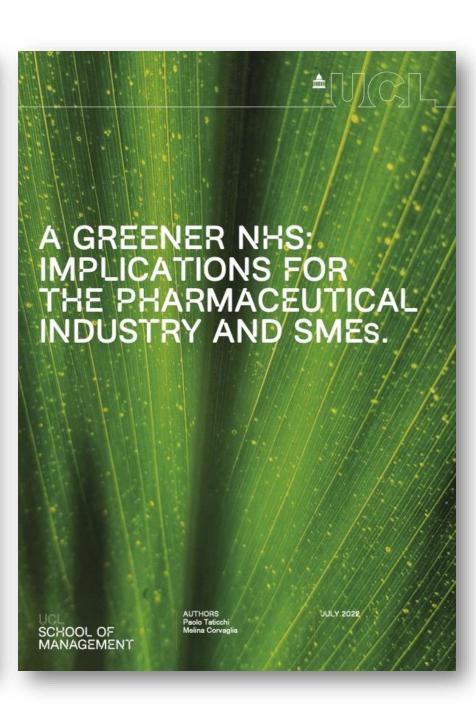
Sample white papers authored by UCL CSB Fellows



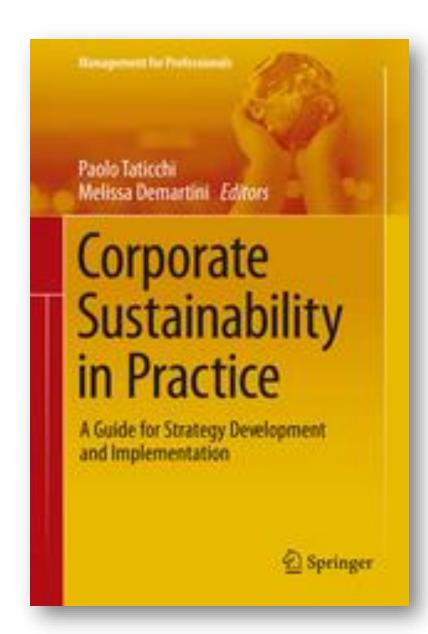


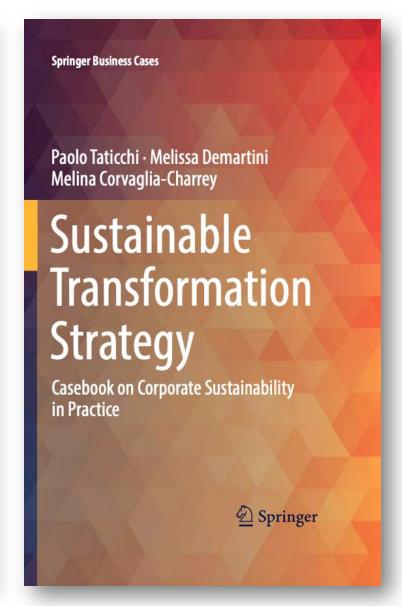


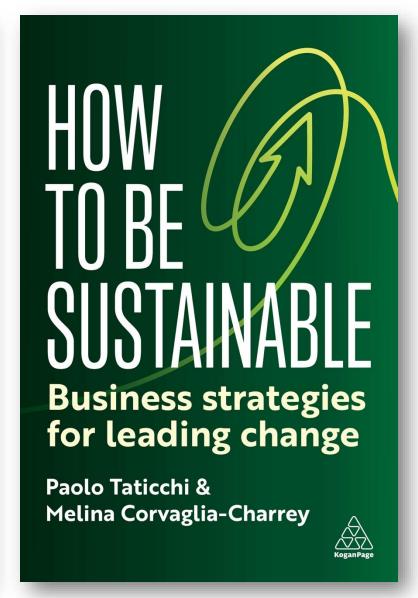


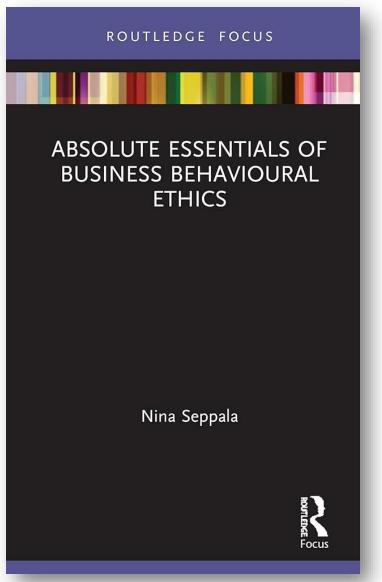


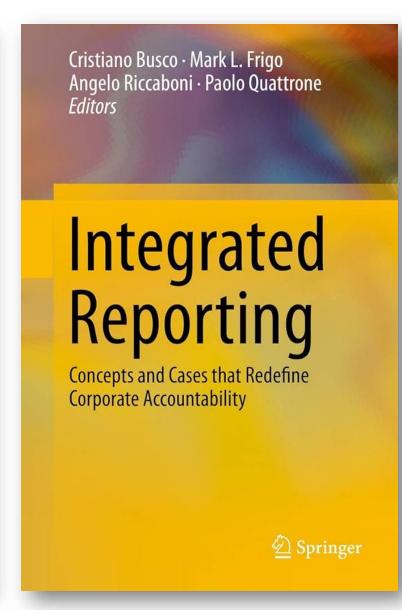
Sample books authored by UCL CSB Fellows

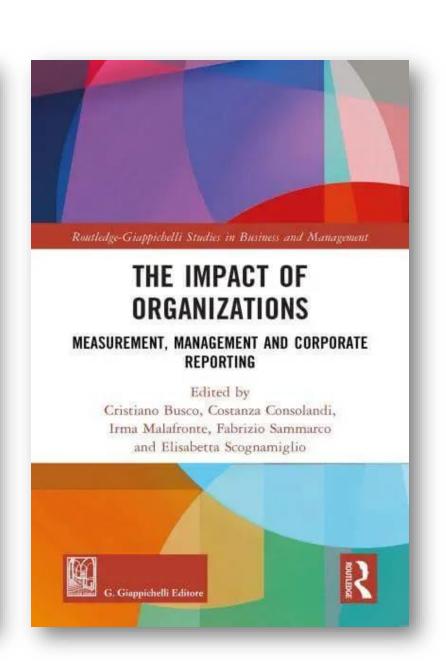














High-impact consulting work

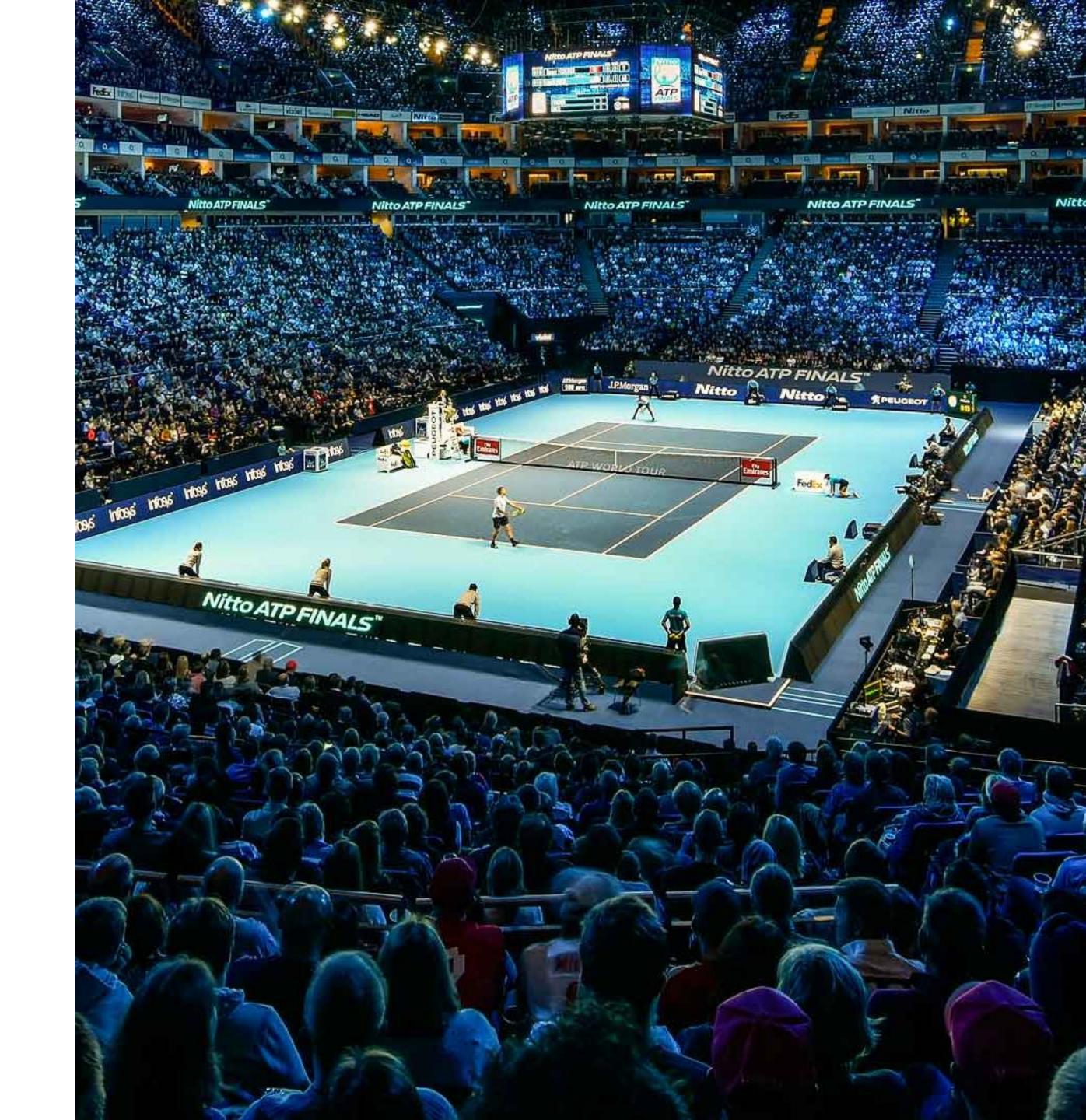
Sample consulting projects led by UCL CSB Fellows

ATP Sustainability Report 2024

(https://sustainability.atptour.com/2023/22-1/)

Analysis of ATP's scheduling of Challenger tournaments on tennis players' travel and carbon footprints

Client: ATP



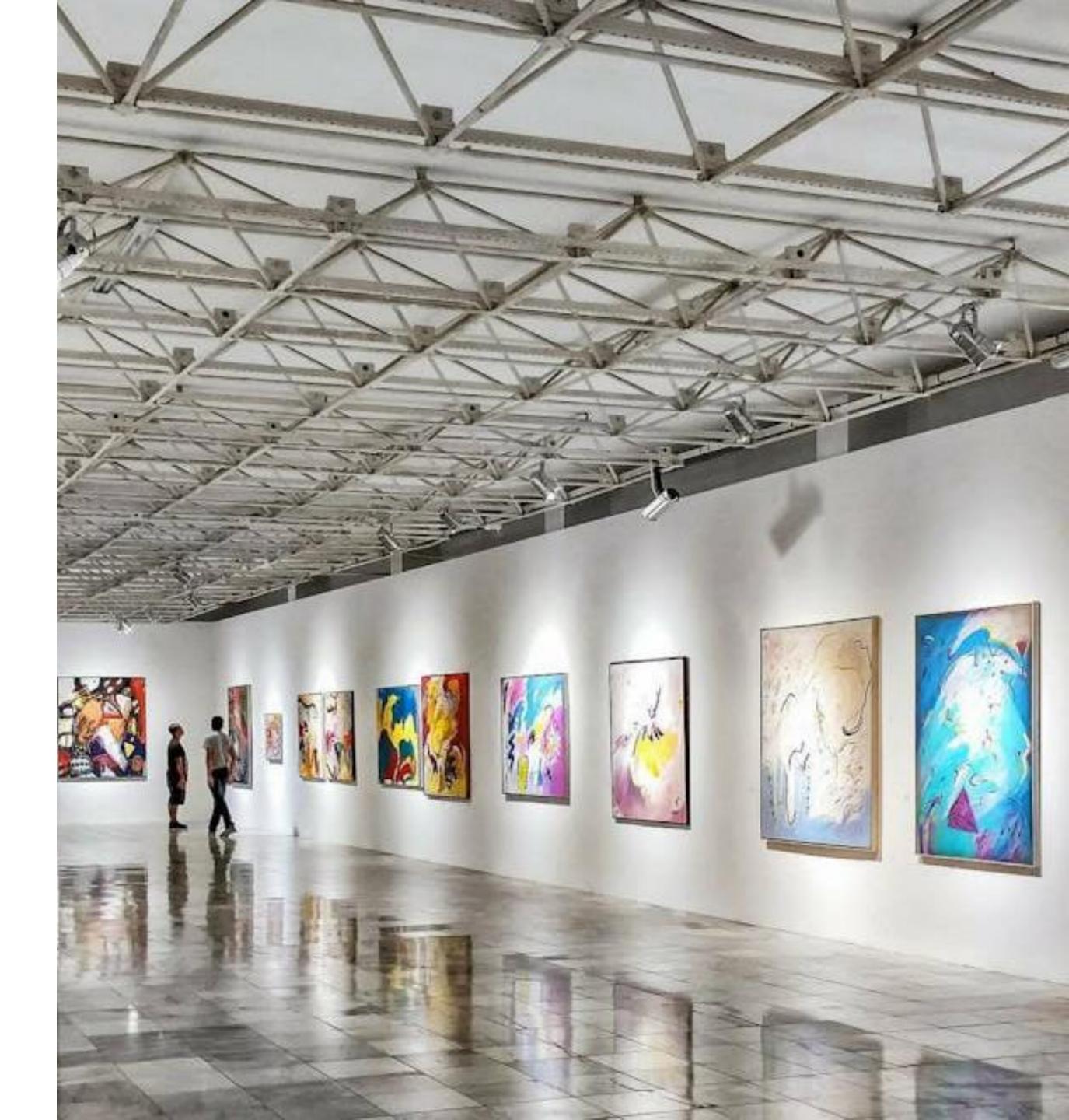
High-impact consulting work

Sample consulting projects led by UCL CSB Fellows

Development of an Innovative Framework to Measure the Social Impact of Philanthropic Donations

Developed an innovative framework and dashboard for museums, aimed at the measurement of the social impact of philanthropic donations.

Client: Tecno Group



High-impact consulting work

Sample consulting projects led by UCL CSB Fellows

Refining and Enhancing Research on "Line Management Capabilities"

Commissioned research to prepare the UK Cabinet Office for developing line managers for future roles. This work outlined key responsibilities for effective line management and advised on a new framework of six core skills for line managers.

Client: UK Cabinet Office





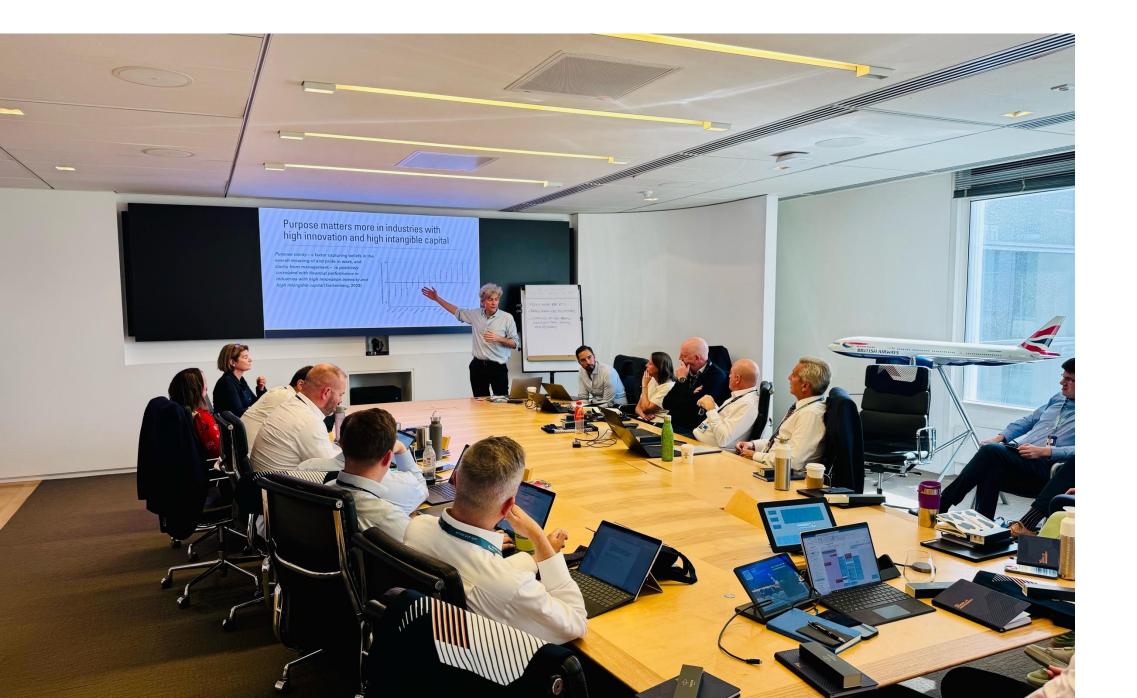
Sample clients in Custom Executive Education

BA Sustainability Executive Leadership Programme

Custom programme for the Executive Committee of British Airways covering: purpose, sustainable transformation, net-zero, circular economy, change management for sustainability.

Client:







Sample clients in Custom Executive Education

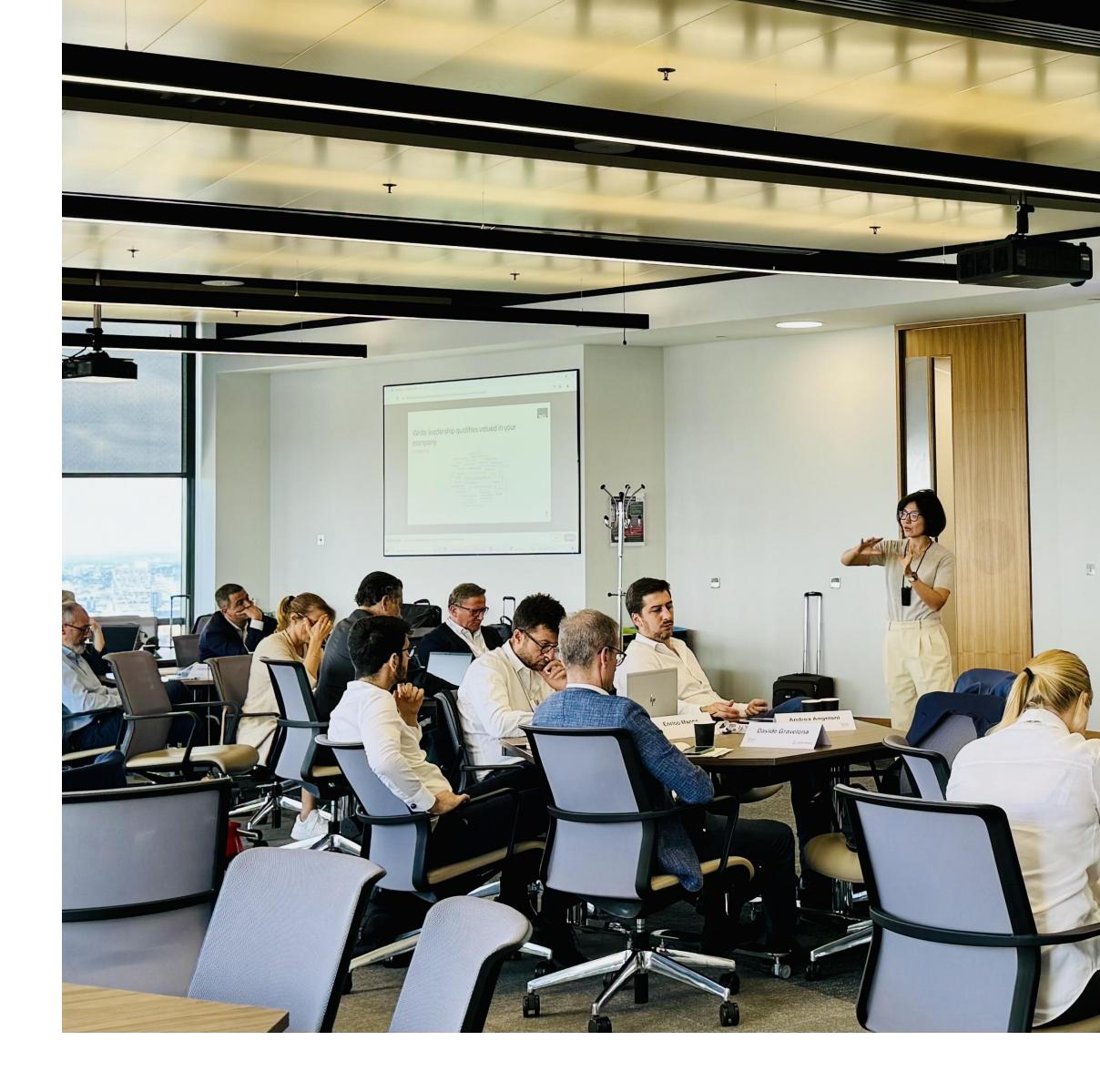
LEONARDO Sustainable Transformation of Business

Custom programme for the global top 200 of LEONARDO covering: sustainable transformation, net-zero, circular economy, change management for sustainability, governance for sustainability, business ethics, EDI, sustainability measurement and reporting.









Sample clients in Custom Executive Education

Advances in Sustainable Finance

Custom programme for the Senior Management Team of CDP covering: climate change and sustainable finance, ESG regulations, effective funds governance.

client: cdp





Sample clients in Custom Executive Education

UCL-MULBERRY Sustainability Summit

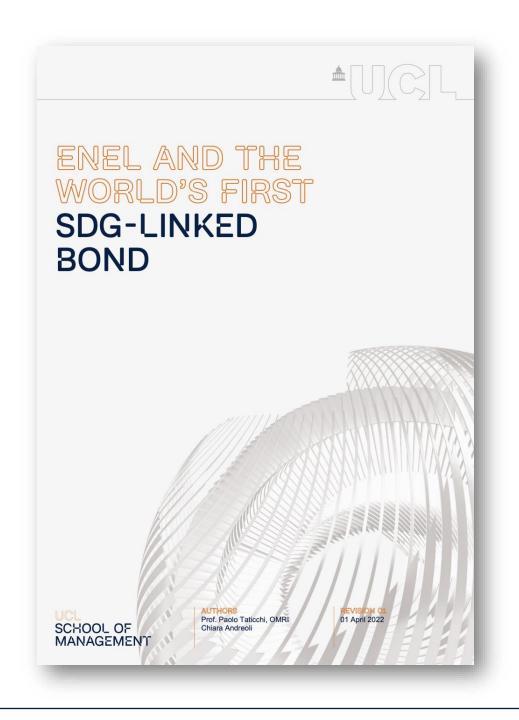
Custom programme in collaboration with the Senior Management Team of Mulberry to debate sustainability in luxury and retail.

Client: Mulberry

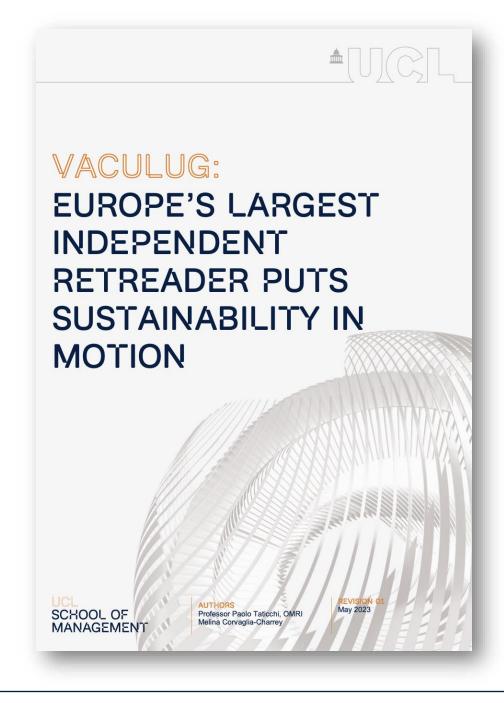


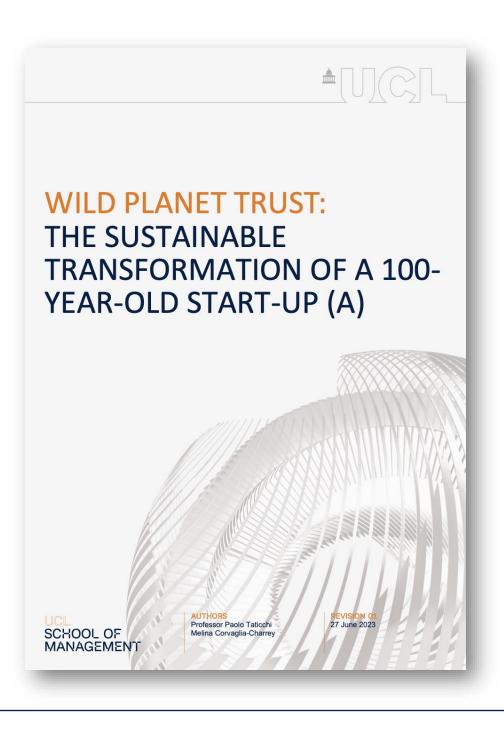


Sample white teaching case studies authored by UCL CSB Fellows











Visible impact

UCL CSB in the media

How co	rporations	and investors	should a	adapt to
rising le	egal risks			

Financial Times Sustainable Views, May 6 2024

Al professor Taticchi il Premio Stefan A. Riesenfeld Memorial dell'Università di California Berkeley

FORTUNE Italia, April 15 2024

No schedule, no meetings — are 'working hours' history

FT Working It Podcast, March 19 2024

Lego Is a Company Haunted by Its Own Plastic

WIRED, September 30 2023

Moving Toward A Sustainable Future: The First Serie A Sustainability Index

FORBES, September 13 2023

Londra lancia il primo NFT sostenibile: l'idea è italiana

Il Sole 24 Ore, March 22 2022

Mugello tops sustainability charts as Barcelona and Silverstone complete the podium

Motogp.com August 08 2024

ALessons for Channel 4 from Royal Mail's privatisation

Financial Times, April 19 2022

Visible impact



Chief Sustainability Heroes Podcast

A new podcast shines the light on Chief Sustainability Heroes – the inspiring business leaders who are leading sustainable transformation across their companies and industries. As more businesses come forward with ambitious commitments to address global challenges, the need for bold sustainability-focused leadership has never been greater.

Hosted by Paolo Taticchi, Professor of Strategy & Sustainability and Melina Corvaglia-Charrey, Research Assistant at UCL CSB.

> 10K views

Spotify: https://lnkd.in/dVSzVHZp

Youtube: https://lnkd.in/dT3 JacR



Visible impact

Supporting the development of machine learning models

dgpsi: A Python and R toolbox for generating deep Bayesian machine learning models, enabling realtime, large-scale predictions from scientific simulators, including climate, land use, and farm models.

> 45K downloads

R website: https://mingdeyu.github.io/dgpsi-R/

Python website: https://github.com/mingdeyu/DGP

Appendix





A World Top 10 University

- > Ranked 9th in the world
- ➤ 30 Nobel laureates
- ➤ 55,000 students
- > 430,000 alumni
- > A comprehensive range of disciplines



Disruptive thinking since 1826

- ➤ 1st in England to welcome students of any religion
- ➤ 1st in England to welcome students of any social background
- > 1st in England to welcome women



Impact

- An independent report into the university's economic and social impact, issued in June 2022, found that UCL's annual impact of £9.9bn across the UK economy is comparable to the trade boost delivered by the London 2012 Olympics.
- ➤ In the latest Research Excellence Framework assessment, REF 2021, <u>UCL came second in research power</u> only to Oxford (1st) and we maintained our position as top in the UK for research power in medicine, health and life sciences as well as social sciences. <u>Read over 170 research impact case studies</u> about how UCL is transforming lives.





UCL School of Management

- ➤ 4th in UK for business and management (THE, 2024)
- ➤ Top 5 for world-class research in UK (Research Excellence Framework 2021)
- ➤ One of only 2% of business schools globally to hold AMBA accreditation



Research areas

- Digital transformation of markets, industries, and workplaces
- > New forms of entrepreneurship and innovation
- Deploying AI and new technologies in business and organizations
- > Equality, diversity and inclusion in organizations
- Operations and technology in healthcare and wellbeing
- Sustainable operations and workplaces
- > Creativity in teams and organizations
- > Social networks, performance and innovation
- Big data and strategic behaviour in financial systems



REF2021 UCL SoM

> No.2 in the UK for % of worldclass and internationally excellent research output



2,000+ talented students across 8 programmes

- ➤ BSc/MSc Information Management for Business
- ➤ BSc/MSc Management Science
- ➤ MSc Business Analytics
- MSc Entrepreneurship
- ➤ MSc Management
- MSc Finance
- > The UCL MBA
- ➤ The. UCL MBA with Peking University
- MRes/PhD programme

Contacts

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