

Fiche analytique – Mémoire de Master MUSE

A rendre au secrétariat lors de l'inscription à la soutenance du mémoire

* champs obligatoires

AUTEUR*	NOM : POHLMANN GONZAGA		PRENOM : Filipe
TITRE MEMOIRE*	Customer Perception of Sustainability Initiatives in a New Business Model, a Discrete Choice Model Approach		
NUMERO MEMOIRE	371		
DATE SOUTENANCE	13.11.2019	Salle:CV003	Heure: 10:00
THEMATIQUE* (AFFILIATION)			
VOLEE MUSE*	CIG		
TITRE ACADEMIQUE* (par ex.: licencié en biologie)	Bachelor en Gestion d'entreprise		
DIRECTION* / EVALUATION	Directeur de mémoire* Prof. Dr. Jeremy Luchetti	Co-directeur de mémoire* Dr. Mary Jean Burer	Nom(s) du ou des juré(s)* - Prof. Dr. Gustavo Mirapalheta (FGV-SP) - -
STAGE (éventuel)	Organisme d'accueil -	Maître de stage -	
Projet de l'ISE (éventuel) auquel le mémoire est rattaché	-		
Bourse (éventuelle) reçue par l'étudiant			
COLLATION*	Nb de pages* 92	Nb de figures* 27	Nb de tableaux* 5
TERRAIN D'ETUDE OU D'APPLICATION	Gestion d'entreprise et développement durable, SDG 12		
MOTS-CLES* (entre 5 et 10)	Sustainable entrepreneurship, SDG 12, corporate sustainability, discrete choice models, business models, customer perception, ESG, blended finance		
RESUME* (max 1500 car)			
SUMMARY* (en anglais)	<p>There's an increasing awareness of consumers and executives regarding sustainable consumption and production, which is also the topic of the United Nations Sustainable Development Goal 12. In the light of entrepreneurship and innovation how can this momentum be used to leverage resources? Can sustainability be a competitive advantage?</p> <p>The literature review covers main aspects of business valuation, financing, marketing and sustainability, all through the optics of environmental, social and governance (ESG) businesses and entrepreneurship.</p> <p>By creating a new business model, of a global restaurant chain, with a value proposition of sustainable food. This paper evaluates the market, financing, marketing, as well as the customer perception of sustainability initiatives in restaurant, using discrete choice models to understand the consumer choice behavior for restaurant.</p> <p>Though, for restaurant choice, sustainability is not a key decision factor, and there's a cost increase related to sustainable initiatives. But, it's an important element for funding, through blended finance, due to increased opportunities in venture capital (e.g. venture capital, impact investing funds).</p>		
REMARQUES			

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