

# "Baby steps on the way to sustainable growth in (business) economics education"

Economics education often boils down to exercises in short term profit maximization of oversimplified representations of reality. However, educational practice needs to be tailored towards the request of firms in a biobased and circular economy for more sustainability competences. This lecture presents recent research and teaching initiatives at Hasselt University, in which the theory of planned behaviour is taken as a starting point to influence future professional behaviour of business economics students. They compared the attitude of business economics students towards sustainability with students in other disciplines and develop interventions in education on sustainability attitude using virtual reality, escape rooms, amongst others.

*During the workshop you will get a better understanding by reflecting on your personal behaviour in private and work life and by watching some short movies. You also will improve educational settings yourself through classifying and reflection.*

**INTERVENTIONS IN  
EDUCATIONAL SETTINGS**



**TOM KUPPENS**  
ASSISTANT PROFESSOR - HASSELT UNIVERSITY  
**BELGIUM**

Tom is the coordinator academic teacher education in economics, passionate about environmental economics, the integration of sustainability in business economics education and societal techno-economic assessment of clean technologies. He is inspired by the work of Pernilla Andersson (The Responsible Business Person - Studies of Business Education for Sustainability), Kate Raworth (Doughnut Economics) and James Swaim (Influences on Student Intention and Behavior toward Environmental Sustainability).

