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Path to Net Zero: On the Ground Approaches and Challenges in The Corporate World

Manveer Mann

Montclair State University, manveerm@montclair.edu

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**MONTCLAIR STATE
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The Doctoral Program in Environmental Science & Management
and MSU Sustainability Seminar Series Present:

Path to Net Zero: On the Ground Approaches and Challenges in The Corporate World

WHEN: January 23, 3:45 pm : WHERE: [Streamed over Zoom](#)

Dr. Manveer Mann
Feliciano School of Business, MSU



Dr. Mann is an associate professor of marketing at Montclair State University. She has over 10 year's experience in building and managing research projects focused on the intersection of ESG (Environmental Social Governance), sustainability initiatives, and consumer behavior. She is experienced in providing advisory consultation on ESG and sustainability to corporate clients in a range of areas including sustainability strategic planning, GHG emissions measurement and accounting across corporate value chain, and net zero strategies. Her research has appeared in several academic journals including Journal of Business Ethics, Journal of Business Research, European Journal of Marketing, and the International Journal of Retail and Distribution Management. Dr. Mann has presented her research in numerous international and national conferences including Society of Consumer Psychology, Transformative Consumer Research, Academy of Marketing Science, and American Collegiate Retailing Association.

With growing pressure from regulators and investors, the corporate world is reckoning with the need to account for its impact on the climate. As a result, ESG teams are being chartered with mandate to commit to and develop pathways for net zero targets. However, the path to net zero presents numerous challenges even to the most committed teams. In this talk, I will discuss the approaches being taken and challenges faced as corporations set out on decarbonization journeys. Among others, I will discuss the frameworks being used to account for emissions, and limitations that lead to issues such as over and under-estimation of emissions. As well as practical challenges due to the systematic and institutional legacies in corporations. I will discuss opportunities for the scientific community to develop solutions to improve quantification and reduction of emissions.

For more information please contact Mark Chopping at choppingm@montclair.edu