

The Role of Campus Managers in the Deployment of Sustainable Innovation

Ralu Maetri*

Department of Management in the Built Environment, Delft University of Technology, Julianalaan 134, 2628 Delft, The Netherlands

Abstract

The desire to create a sustainable built environment is become more pressing on a global scale. This goal, along with unmatched access to cutting-edge technologies for sustainable growth, encourages universities to use new solutions more frequently and more often. The university campus is ideally suited to serve as a framework for living labs, deploying and testing cutting-edge technology in a genuine setting. However, putting innovations into practise on campus calls for a clear vision, deliberate action, and cross-disciplinary teamwork, while innovations themselves present a number of difficulties for the way things are done in business as usual. A literature analysis and a qualitative research among campus managers at 13 Dutch universities were done to examine the role of campus real estate managers in decisions about the adoption of innovations on university campuses.

Keywords: Innovation • Campus • Categorization framework • Innovation

Introduction

Grants, guarantees, or subsidised loans for energy-saving renovations could encourage homeowners to make their investment decision more readily. In general, local and regional administrations can provide owners of private residential structures with additional financial instruments like soft loans or loan guarantees through collaboration with finance institutions. Soft loans are loans with interest rates lower than those found in the conventional market, longer payback periods, and eventually other benefits (e.g. grace period, lower administrative or insurance costs) Loan guarantees, which act as a first line of defence against non-payment losses, are incentives that spur investments in energy renovation. Towns, cities, regions, or provinces might therefore choose to encourage energy efficiency through so-called "revolving loan funds," which can differ greatly in terms of internal funding [1-3].

Literature Review

The bulk of projects benefit self-governments, which distribute cash for the removal of coal-fired heat sources from municipal structures and homes owned by people and housing communities. Local heating businesses were involved as partners in numerous projects. The majority of the initiatives involved switching from coal (individual and central) heating to gas heating and connecting users who previously used coal-fired boilers and ovens to urban heating. Frequently, multi-family structures A revolving loan fund (RLF) is a self-replenishing funding tool that can be used to finance a range of initiatives, from clean water infrastructure to small company growth. For instance, revolving loans from the U.S [4]. Semi-structured interviews with campus managers of 13 Dutch universities were undertaken between October 2020 and February 2021. In-depth descriptions of campus management's experiences (drivers,

impediments, and solutions) with innovation implementation projects on campus (as well as a list of innovation projects that campus managers have dealt with) were the two main goals of the interviews.

Description

Environmental Protection Agency (EPA) have long assisted states in financing clean-water and drinking-water infrastructure projects. RLFs all have the same fundamental structure, despite the fact that they might differ substantially in terms of their objective and scope. RLFs begin with a base amount of capital, which frequently consists of personal investments or subsidies from the federal or state governments. Several debtors receive loans from this money after that. The capital is restored throughout time as these borrowers make loan payments and interest payments. The fund utilises its accumulated money once there have been enough repayments made. Another illustration shows how college administrators implemented solar bicycle charging stations provided by outside partners and provided data on usage while students evaluated user experience [5,6].

Conclusion

If this framework for categorising projects is continuously used to identify and choose novel initiatives that help sustainable development, it might also support the crucial monitoring and evaluation of these initiatives carried out on campuses. If done so, colleges might become the "change-makers" of the future, strengthening the networked economy and providing chances for cross-campus execution of creative projects that support sustainable development. The non-generalizable assessment of the difficulties faced by a specific responder group (Dutch university campus managers) in a constrained situation is one of the research's limitations (the university campus). Therefore, it might not be applicable to colleges in other nations or innovation implementation managers in other industries.

Acknowledgement

None.

Conflict of Interest

None.

*Address for Correspondence: Ralu Maetri, Department of Management in the Built Environment, Delft University of Technology, Julianalaan 134, 2628 Delft, The Netherlands, E-mail: ralum@gmail.com

Copyright: © 2022 Maetri R. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received: 13 September 2022, Manuscript No. jbm-23-90042; Editor Assigned: 15 September 2022, PreQC No. P-90042; Reviewed: 27 September 2022, QC No. Q-90042; Revised: 03 October 2022, Manuscript No. R-90042; Published: 10 October 2022, DOI: 10.37421/2161-5833.2022.12.467

References

1. Chen, S. "Need for achievement, education, and entrepreneurial risk-taking behavior." *Soc Beh Personality Inter J* 40 (2012):1311-1318.
2. Amiot, Catherine E., Christophe Gahgné and Brock Bastian. "Pet ownership and psychological well-being during the COVID-19 pandemic." *Scientific reports* 12 (2022): 1-14.
3. Ames, Daniel R. "The NPI-16 as a short measure of narcissism." *J Res Personality* 40 (2006): 440-450.
4. Baumeister, Roy F. "Self-esteem and responses to success and failure: Subsequent performance and intrinsic motivation." *J Personality* 53 (1985):450-467.
5. Carmeli, Abraham. "The importance of innovation leadership in cultivating strategic fit and enhancing firm performance." *Leadership Quar* 21 (2010):339-349.
6. Chatterjee, Arijit and Donald C. Hambrick. "It's all about me: Narcissistic chief executive officers and their effects on company strategy and performance." *Adm Sci Quar* 52 (2007):351-386.

How to cite this article: Maetri, Ralu. "The Role of Campus Managers in the Deployment of Sustainable Innovation." *Arabian J Bus Manag Review* 12 (2022): 467.