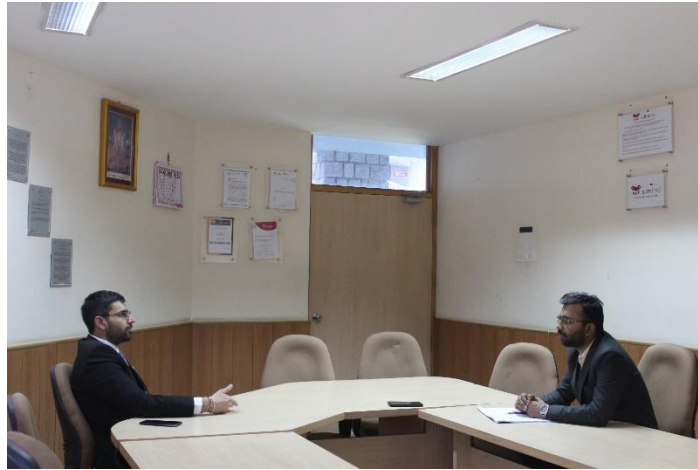


**Interview Article with Dr. Gautam Nagpal**  
**(Research Fellow, ESC PAU Business School)**



Dr. Gautam Nagpal, Research Fellow at ESC PAU Business School, was at SDMIMD to deliver a series of lectures pertaining to ESG practices. During his stay, the Dimension Committee had the opportunity to interview him to capture insights from his experience.

The integration was as follows:

**Dimensions Team:** “Can you tell us about your background and how you became interested in researching sustainability in business?”

**Gautam Nagpal:** “I was doing an MBA in Bangalore in 2016-17, and then I went to ESC PAU where my major was in sustainability. That got me interested and I felt this was a good field to explore. When I was pursuing my MBA, I thought that we were too focused only on profits, but what about after that? This thought process pushed me to go further into the sustainability domain.”

**Dimensions Team:** “What inspired you to use the triple bottom line and stakeholder theory in your research on operationalizing sustainability in business?”

**Gautam Nagpal:** “When I was doing my research, I got exposed to the Triple Bottom Line theory by Elkington. What it talks about is that any organization has stakeholders, but also people who influence the performance of the company as well as the company can influence the performance of stakeholders. It can be both positive and negative. In the Bhopal gas tragedy, the Union Carbide Company had a negative impact on society.”

**Dimensions Team:** “Can you give us an overview of your findings and recommendations for strategizing and measuring business sustainability?”

**Gautam Nagpal:** “Sustainability is a holistic concept. Looking for sustainability in one department or one action of the organization, can you find answers? Yes, but I feel one needs to look way beyond financials. Even the vision and mission of the company have an impact on its sustainability actions. There is ample communication about sustainability through sustainability reports, but in terms of actions, there is scope for improvement.”

**Dimensions Team:** “How do you see the field of sustainability evolving in the future, and what challenges and opportunities do you see for businesses in this area?”

**Gautam Nagpal:** “It is still evolving, and it is at a very nascent stage. It is the need of the hour with UN SDGs coming into play. It has a bright future, and it will be a part of every area of business.

**Dimensions Team:** How do you think businesses can balance their economic, environmental, and social responsibilities while remaining profitable?”

**Gautam Nagpal:** “Profitability and finances are important, but they are not the single most important thing that organizations should eye for. The only way organizations can improve non-financial parameters is by balancing out, having a holistic culture of sustainability. In the literature, it is known as sustainability orientation, and it is important for organizations to have that.”

**Dimensions Team:** “In your opinion, what role do stakeholders such as employees, customers, and local communities play in promoting sustainable business practices?”

**Gautam Nagpal:** “Stakeholders differ from region to region. Customers are the most important stakeholder. If you don't listen and engage with your customer, the result will be like BlackBerry. They had a first mover advantage, yet they failed to listen to the customer, did not adapt, and today they are out of the market.”

**Dimensions Team:** “With this, we come to the end of the interview. Thank you for your time.”