BHAVESH SARNA
Postdoctoral Researcher · Corporate Environmental Management
University of Jyväskylä School of Business and Economics (JSBE), Finland

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- Google Scholar: scholar.google.fi/citations?user=zRyxSjQAAAAJ

Languages: Hindi (native) · English (C1) · Telugu (B2)

PROFILE

Researcher in corporate environmental management with a decade of work on India's mandatory CSR regime and on how employees make sense of their organisations' sustainability claims. Principal applicant on €900,000 of research and capacity-building funding, including a €790,010 Erasmus+ consortium spanning Finland, India and Thailand. Primary supervisor of three doctoral researchers; coordinator of the international master's programme in Corporate Environmental Management, 2020–2025. Active bridge between Finnish and Indian research communities through the Finland–India Network of Researchers and Academics.

ACADEMIC POSITIONS

Postdoctoral Researcher, Corporate Environmental Management Jul 2024 – present
University of Jyväskylä School of Business and Economics (JSBE) — AACSB, AMBA and BGA accredited

University Teacher and Programme Coordinator Jan 2020 – Jun 2024
University of Jyväskylä

Doctoral Researcher (employment contract) Jan 2018 – Dec 2019
University of Jyväskylä

Doctoral Research Fellow (university funded) Sep 2016 – Dec 2017
University of Jyväskylä

EDUCATION

Doctor of Philosophy, Corporate Environmental Management 2016 – 2024
University of Jyväskylä, Finland. Dissertation: Understanding employee–CSR relationship by exploring microfoundations of corporate social responsibility

Master of Science, Corporate Environmental Management 2014 – 2016
University of Jyväskylä, Finland. Thesis: Voluntary CSR vs. mandatory CSR — the sound of employees

Master of Business Administration, Business Sustainability and Operations Management 2011 – 2012
Auckland University of Technology, New Zealand

Bachelor of Technology, Computer Science 2000 – 2004
Jawaharlal Nehru Technological University, Hyderabad, India

RESEARCH FUNDING AND GRANT LEADERSHIP

Total funding received as principal applicant or work-package leader: **€900,391**

- **Principal Applicant — Erasmus+ Capacity Building in Higher Education** €790,010 2024 – 2026

KODECET — Knowledge Development for Circular Economy Transition. Consortium spanning Finland, India and Thailand; led Work Packages 1, 2 and 4.

- **Work Package 3 Leader — Erasmus+ Capacity Building in Higher Education** €80,3812027–2029

  MAPS — Modern Academic Platform for Smart and Sustainable Cities in South and Southeast Asia.

- **Principal Applicant — GINTL Research Grant** €12,000 2023 – 2024

  Social and environmental life-cycle assessment of zinc tailings.

- **Principal Applicant — University of Jyväskylä Internal Seed Funding (competitive)** €10,000 2025 – 2026

  KLICKS — Knowledge, Learning and Innovation for Circular Economy Simulations. Competitive internal funding to build the consortium and prepare an Erasmus+ application; the 2025 application was placed on the merit list but not funded, and is being resubmitted.

- **Principal Applicant — Erasmus+ Blended Intensive Programme** €8,000 2026

  SYNTHESIS — A Circular Economy Fast-Track Course for students from Finland, Poland, Portugal and Romania.

PUBLICATIONS

264 citations; h-index 4; i10-index 2 (Google Scholar, November 2026).

Peer-reviewed journal articles

Agarwal, V., Malhotra, S., Khorana, S., Agrawal, S. & Sarna, B. (2026). Risk mitigation in cloud-based computing in human resource systems: potential apprehensions and critical reflections in knowledge management. *Journal of Knowledge Management*, 1–28. [ABDC A]

Choudhary, K., Sarna, B., Gill, G., Sangwa, N. R. & Paliwal, D. (2026). Comparative life cycle and sensitivity analysis of zinc tailings as a sustainable structural fill. *Construction Innovation*, 1–22. https://doi.org/10.1108/ci-07-2025-0315 [ABDC B]

Choudhary, K., Gill, G., Sangwa, N. R. & Sarna, B. (2024). Utilising copper tailings as a sustainable alternative to conventional structural filling materials: LCA analysis. *Built Environment Project and Asset Management*, 15(3), 415–431. https://doi.org/10.1108/BEPAM-12-2023-0228 [ABDC B]

Sarna, B., Onkila, T. & Mäkelä, M. (2022). Rationality, experiences or identity work? Sensemaking of emotionally tense experiences of organizational sustainability. *Social Responsibility Journal*, 18(8), 1692–1707. [ABDC B]

Onkila, T. & Sarna, B. (2022). A systematic literature review on employee relations with CSR: state of art and future research agenda. *Corporate Social Responsibility and Environmental Management*, 29(2), 435–447. [ABDC C] — Top Cited Article certificate, 2022–2023.

Peer-reviewed book chapters (Scopus indexed)

Sarna, B. & Poudel, D. (2025). Unleashing the Metaverse's potential to fulfil the Sustainable Development Goals. In A. Shaikh, G. Mutanov & H. Karjaluoto (eds), *Blockchain, Metaverse, and Digital Payments*. Routledge.

Sarna, B., Singh, R. & Rawat, P. S. (2024). Catalysts for transition to circular economy solutions in the biowaste management sector in India. In H. Lehtimäki et al. (eds), *The Routledge Handbook of Catalysts for a Sustainable Circular Economy*, pp. 107–127. Routledge.

Mäkelä, M., Aaltonen, V. A., Baumeister, S., Kuhmonen, I., Käyrä, M., Mäkinen, T., Näyhä, A., Onkila, T., Sarja, M., Sarna, B. & Suikkanen, J. (2024). Planetary well-being and sustainable business: a work in progress. In M. Elo et al. (eds), *Interdisciplinary Perspectives on Planetary Well-Being*. Routledge.

Hakola, D. & Sarna, B. (2023). Motivation behind alternative growth modes in SMEs: a systematic literature review. In M. Xheneti et al. (eds), *Contextual Embeddedness of Entrepreneurship*, pp. 107–127. Edward Elgar.

Chapters for professional and government audiences

Onkila, T., Mäkelä, M. & Sarna, B. (2021). Työntekijät vastuullisuuden sidosryhmänä: monimerkityksellisyys ja vastuullisuusviestinnän haasteet. In K. Eräranta & V. Penttilä (eds), *Vastuullinen viestintä*, pp. 108–122. ProComma Academic, ProCom ry.

Academic textbooks

Sarna, B., Kortelainen, S., Plotnikova, E. & Saqib, S. (2025). *Foundations and Catalysts for Circular Economy: Coursebook 1*. University of Jyväskylä. URN:ISBN:978-952-86-0779-3

Sarna, B. & Kortelainen, S. (2025). *Various Business Models to Implement CE in Different Contexts: Coursebook 2*. University of Jyväskylä. URN:ISBN:978-952-86-0946-9

Sarna, B. & Plotnikova, E. (2025). *Managing Stakeholders for Implementing a Circular Economy: Coursebook 3*. University of Jyväskylä. URN:ISBN:978-952-86-0945-2

Sarna, B., Kashif, K., Weerasinghe, S. & Wijesinghe, C. (2026). *Circularity in Supply Chains: Coursebook 4*. University of Jyväskylä. URN:ISBN:978-952-86-1710-5

Professional reports and editorial work

Sarna, B., Oberndorfer, J., Winkler, T. & Kortelainen, S. (2024). *Good practices for circular economy in the European Union: D3.5 EU manual of CE best practices*. KODECET.

Sharma, V., … Sarna, B. et al. (2024). *Circular economy education in India and Thailand: status quo report*. KODECET.

Vashishth, A., Sarmah, A. K., Sarna, B. et al. (eds) (2024). *Book of Abstracts: SUSCON XI — 11th Annual International Conference on Sustainability*. IIM Shillong.

Manuscripts under peer review

Lähteenkorva, M., Kuhmonen, I., Wallius, V., Sarna, B., Näyhä, A. & Pesonen, H.-L. Navigating sustainability in business schools: strategies and agency in institutionalising sustainability.

Sarna, B., Kulshrestha, R. & Kashif, K. Navigating institutional frictions: overcoming macro–micro mismatches in Asian circular economies.

Chilba, S. & Sarna, B. Anticipated impacts and early observed changes of the CSRD's transition to compulsory sustainability reporting on the European business environment: a systematic literature review.

Sarna, B. & Sharma, V. From play to purpose: a gamified framework for cultivating circular economy comprehension and sustainable entrepreneurial intent.

Choudhary, K., Sarna, B. & Paliwal, D. When the model makes the material: representation choices, database constraints, and the social-risk profile of construction aggregate.

Working papers (advanced stage)

Wijesinghe, C., Sarna, B. & Onkila, T. The nexus of digitalisation and sustainability in urban governance: a systematic review of innovative approaches.

Weerasinghe, S., Sarna, B. & Karthikeyan, D. From data harmonisation to optimisation: a systematic literature review on advancing environmental and economic outcomes through AI-enhanced EMS and LCA.

Sarna, B. Micro-level CSR perspectives to macro-level regulations: interplay between uniformity and diversity.

SUPERVISION

Doctoral

- Primary supervisor: Kamran Kashif (2025–), Shani Weerasinghe (2026–), Chathura Wijesinghe (2026–)
- Secondary supervisor: Elena Plotnikova (2024–), Simona Chilba (2024–)

Master's theses (ten completed, 2023–2026)

Topics spanning product stewardship in pharmaceutical packaging, open innovation for sustainability in Japanese companies, net-positive cities, voluntary carbon offsetting in aviation, bottom-up environmental management systems, CSRD readiness in Finnish fuel and energy companies (Fortum, Neste) and in the software sector, AI for LCA and EMS, organisational climate adaptation in Finnish enterprises, and stakeholder engagement in circular economy practice.

- Meyer, V. (2023). Making the biggest impact via focused product stewardship strategy for pharmaceutical device and packaging development. http://urn.fi/URN:NBN:fi:jyu-202312078203
- Kitaura, A. (2024). Open innovation for sustainability: opportunities and challenges for Japanese companies. http://urn.fi/URN:NBN:fi:jyu-202406034221
- El Kehal, M. I. (2024). Can Cities be Net-Positive? A Systematic Literature Review. https://jyx.jyu.fi/handle/123456789/95677
- Silfvenius, P. (2024). Where does the responsibility lie?: voluntary carbon offsetting in the aviation industry–the consumers' perspective. https://jyx.jyu.fi/handle/123456789/93862
- Hietanen, RM (2024). Implementing an environmental management system from the bottom-up. http://urn.fi/URN:NBN:fi:jyu-202406044254
- Laine, V. (2024). Does the current Sustainability reporting of the software company meet the requirements of European Sustainability Reporting Standards: a case study. https://jyx.jyu.fi/handle/123456789/95299
- Weerasinghe, S. (2025). *Artificial Intelligence for Advancing LCA and EMS: A Comparative Review of Technologies and Integration Practices*. https://urn.fi/URN:NBN:fi:jyu-202506195576
- Huovinen, I. (2026). *Organizational Adaptation Strategies for Enterprise Businesses in Finland in Response to Climate Change: A Systematic Literature Review*. https://urn.fi/URN:NBN:fi:jyu-202606155660
- Linnamaa, A. (2026). *From voluntary reporting to Corporate Sustainability Reporting Directive: A qualitative study of Finnish fuel and energy sector companies Fortum and Neste*. https://urn.fi/URN:NBN:fi:jyu-202605043887
- Nwachukwu, C. (2026). *Stakeholder Engagement for Corporate Sustainability: A Comparative Case Study of Engagement Practice in the Circular Economy*. https://urn.fi/URN:NBN:fi:jyu-202606165697

AWARDS AND RECOGNITION

- Top Cited Article certificate, Corporate Social Responsibility and Environmental Management, 2022–2023
- Outstanding Academic Performance Scholarship (€1,500), University of Jyväskylä, 2015
- Keynote, NICOM 2025 — 28th Nirma International Conference on Management: Manufacturing and Sustainability
- Keynote, 7th International Scientific Conference: Strengthening Resilience by the Sustainable Economy and Business — towards the SDGs, 2023
- Motivational speaker, WWF Green Office Network: Employee Motivation for Environmental Sustainability, 2023

TEACHING

Lecturer and course coordinator, University of Jyväskylä School of Business and Economics, 2018 – present

- **Sustainability Business Strategies for Global Markets** (7 ECTS), 2025 – present. Corporate strategy under environmental constraint; climate-risk cases varying by geography.
- **Managing a Green Organization** (5 ECTS), 2018 – present. Organisation design, green HRM, practical training in ISO 14001 and GRI.
- **Environmental Management in Stakeholder Networks** (5 ECTS), 2018 – present. Collaborative governance and multi-actor responses to climate and ecological challenges.
- **Sustainability in the Emerging Markets** (4 ECTS), 2020 – 2024.
- **Environmental Management: Project Work and Internships** (5 ECTS), 2020 – 2023. Live group projects and internship placement through corporate and alumni networks.
- **Business, Society and the Environment** (5 ECTS), 2018 – 2019.
- **Introduction to Responsible Business** (5 ECTS), 2018 – 2021. Cohorts of 200+ students.

International guest lectures and staff training

Nov 2023 **Introduction to social LCA** — Master's students, Indian Institute of Management Shillong

Dec 2023 **Introduction to microfoundations in management research** — Doctoral students, Birla Institute of Management Technology

Apr 2024 **Change management for environmental sustainability in organisations** — Master's students, Häme University of Applied Sciences (HAMK), Finland

Jun 2024 **Introduction to responsible business and circular economy** — Master's students, Birla Institute of Management Technology

Jul 2024 **Introduction to sustainability and circular economy** — Master's students, Adani University, Ahmedabad

Jul 2024 **Sustainability strategies for circular economy** — Master's students, Nirma University, Ahmedabad

Jul 2024 **Generating research ideas in the doctoral journey** — Interactive session for doctoral students, Nirma University, Ahmedabad

Jul 2024 **Introduction to green HRM** — Master's students, Management Development Institute, Gurugram

Dec 2024 **Introduction to responsible business and circular economy** — Master's students, Birla Institute of Management Technology

Apr 2025 **Green business strategy for organisations** — Master's students, Häme University of Applied Sciences (HAMK), Finland

Aug 2025 **Green HRM strategies** — Master's students, Nirma University, Ahmedabad

Sep and Dec 2025 **Crafting a winning Erasmus+ capacity-building project** — Staff training on consortium logic and impact pathways, IILM University, Gurugram

Mar 2026 **AI-powered sustainability: integrating EMS, LCA and explainable AI** — Apeejay School of Management, Gurugram

Apr 2026 **Leading sustainability change** — Master's students, Häme University of Applied Sciences (HAMK), Finland

Apr 2026 **Architecting the ethical circular economy** — Master's students, Häme University of Applied Sciences (HAMK), Finland

Oct 2026 **Qualitative research methods and the Gioia methodology** — Faculty development programme, Jaipuria Institute of Management, Noida

Training of trainers

Trained 27 professors from four universities in India and Thailand on circular economy and the KODECET curriculum.

EDUCATIONAL LEADERSHIP AND PROJECT MANAGEMENT

Coordinator, International Master's Programme in Corporate Environmental Management 2020 – 2025

Academic and administrative oversight; curriculum planning across three cycles (2017–2020, 2020–2024, 2024–2028); led development of three KODECET courses.

Principal Applicant and Project Head, KODECET consortium 2024 – 2026

Led Work Packages 1, 2 and 4 of a €790,010 Erasmus+ project across Finland, India and Thailand.

ACADEMIC SERVICE

- Executive Committee Member, Finland–India Network of Researchers and Academics (FINERAC), guided by the Embassy of India in Finland, 2021 – present
- Communications Director, GRONEN — Group for Research on Organizations and the Natural Environment, 2018 – 2025
- Organising team, GRONEN Conferences 2020, 2022 and 2024
- Session chair: SUSCON XII (IIM Shillong, 2025, two sessions); GRONEN 2024 (SKEMA, Paris); SUSCON XI (IIM Shillong, 2024); PRISM 2023 (BIMTECH)

Peer review

Journals: Journal of Business Ethics; Business Strategy and the Environment; Journal of Cleaner Production; Journal of Marketing Management; Business Strategy and Development; Heliyon. Conferences: Academy of Management Annual Meeting; GRONEN; PRISM; SUSCON.

CONFERENCE PRESENTATIONS

Nov 2026 **The promise gap: why do cities learn about conflict debt late?** — 6th International Conference for Sustainable Resource Society (ICS26), University of Eastern Finland, Joensuu

Dec 2025 **Gamified circularity transformation: how serious games drive transformative learning in circular economy education** — 19th ISDSI-Global Conference, IMI Kolkata

Nov 2025 **Beyond the efficiency plateau: a paradox-systems framework for navigating regenerative carbon strategy** — SUSCON XII — 12th International Conference on Sustainability, IIM Shillong

Nov 2024 **Systems theory approach to enhancing circular business models with generative artificial intelligence** — SUSCON XI — 11th International Conference on Sustainability, IIM Shillong

May 2024 **Navigating the circular economy: challenges and opportunities for corporate boards in applying agency theory** — GRONEN Conference, SKEMA Business School, Paris

Jun 2024 **Comparative curriculum design for circular economy: contextual variations in India and Thailand** — 40th Summer Seminar of Finnish Economists, JSBE

Dec 2021 **Micro-foundational perspective on CSR brand and job meaningfulness at workplace** — Strategic Management Forum Conference, IIM Nagpur

Nov 2021 **Influencing factors on growth modes change: systematic literature review and future research agenda** — RENT XXXV — Research in Entrepreneurship and Small Business, EIASM, Turku

Jan 2020 **Towards a holistic and sustainable marketing framework: expanding beyond the traditional frameworks** — AIM-AMA Sheth Foundation Doctoral Consortium, BIMTECH

Sep 2019 **Visual sustainability communication and greenwashing: comparative analysis of 35 biggest companies in Finland** — CRR — Corporate Responsibility Research Conference, Tampere

Jun 2018 **A systematic literature review on employee relations with CSR: state of art and future research agenda** — GRONEN Conference, University of Almería

Sep 2018 **Employees' emotions and sensemaking on the importance of sustainability at workplace** — CRR — Corporate Responsibility Research Conference, University of Leeds

Jun 2017 **Mandatory CSR regulations versus voluntarism: the case of India** — EBEN — European Business Ethics Network Annual Conference, Jyväskylä

Sep 2017 **Employees' perspectives of corporate social responsibility** — CRR — Corporate Responsibility Research Conference, Seville

RESEARCH DEVELOPMENT WORKSHOPS

Jul 2023 **The contribution of individuals' sense of agency to organisation sustainable identity formation: a qualitative study** — Summer Stakeholder Theory Seminar with R. Edward Freeman, Darden School of Business, University of Virginia

Mar 2023 **Catalysts for transition to circular economy solutions in the bio-waste management sector in India** — PRME India World Tour Research Development Workshop, S.P. Jain Institute of Management

Jun 2019 **Rationality, experiences or identity work? Sensemaking of emotionally tense experiences of organizational sustainability** — IABS Business & Society European Paper Development Workshop, ESADE, Barcelona

Jun 2019 **Employee perspectives on corporate social responsibility regulation in India** — GRONEN Reading Group Workshop, IESE, Barcelona

Jun 2019 **How individuals' identity contributes to organisation's sustainable identity** — GRONEN Tokyo Workshop, Waseda University

REFERENCES

Available on request.