

Alliance for Social Impact (ASI)

Human effort aimed at creating societal impact

Driving social impact

The ASI researchers are engaged in building new knowledge through cutting-edge research in diverse strategic areas within the broader social impact domain, aiming to bring together established and emerging socially-conscious business scholars and organisations.

Key areas of expertise

Social Purpose Organisations (SPO); social impact strategy

- We specialise in social entrepreneurship, business model innovation and social value creation in SPOs for sustained value delivery fostering inclusive economic growth.
- Our experts help build strong social enterprises by focusing on their trading strategy, engaging with multiple stakeholders, and developing skills for long-term social and economic success.
- We work with digital and AI technologies for sustained and enhanced social value delivery and develop legal and organisational structures to support this.

Gender equity and social inclusion

- We are developing and implementing policies around people with disabilities and social inclusion.
- Our goal is to decolonise disability and increase diversity, inclusion and sustainability in organisations.
- We are working towards understanding organisational behaviour, workforce emotions and leadership driving social impact.

Non-profit marketing and donor/volunteer behaviour

- We provide strategic expertise in innovative fund-raising, donor appeals and understanding donor and volunteer pro-social behaviour.
- We are actively engaged in initiatives on social purpose branding, building social brand equity, brand vulnerability and not-for-profit marketing communication.

Indigenous business and social impact

- Our researchers are working towards closing the gap on Indigenous disadvantages in education and employment and we are examining the role of Indigenous businesses in social value delivery in both metropolitan and distant communities.
- We are developing strategies on how to increase diversity in organisations.

Sustainability and influencing consumer behaviour

- We are actively engaged in initiatives on sustainable tourism aimed at providing economic benefits to communities whilst improving the tourism experience and quality of life.
- We actively engage in collaborative social marketing research to examine initiatives that integrate marketing concepts to foster pro-social behaviour to benefit communities for the greater social good.



Working with industry

- We are collaborating with Surf Life Saving Queensland on brand resilience and brand extension for this non-profit organisation.
- Projects with Federal and State Government departments are focusing on Indigenous tourism, and we are working on closing the gap on Indigenous disadvantages in education and employment.
- Our new Industry Advisory Board members are already collaborating with our researchers in numerous research and industry projects.

Visionary focus

- Our main focus is on building a strong network of researchers to develop cutting edge new knowledge.
- We aim to impact research, education and industry through an international network of social impact scholars, industry partners and research institutes.

Leading the way

Associate Professor Jay Weerawardena (Co-Lead ASI)


Jay is a leading researcher in strategic marketing and social impact research. His core theoretical foundation is the role of dynamic capabilities in innovation-based competitive strategy. Jay has expanded his research into related areas of international marketing strategy and social sector research. In social sector research, he has extensively published in social entrepreneurship, social innovation and social value creation.


Professor Peter Popkowski-Leszczyc (Co-Lead ASI)

Peter is Professor of Marketing and Director of Higher Degree Research. His primary research interests include charity and sustainability, auctions and retailing. He has published over 60 articles and was the founder of CampusAuctionMarket.com, a local Internet auction site created for academic research purposes and charitable fundraising. It has raised over \$4,000,000 for various charities.

By the numbers

 **47** publications in 2023


 **37** [members](#) (research and PhD students)


 **\$580,000** awarded in grant funding in 2023


Let's address social issues together!

World-leading expertise

The University of Queensland

 Ranked in the world's top 50, The University of Queensland is one of Australia's leading research and teaching institutions.


 Committed to providing knowledge leadership for a better world and are striving towards building a better future for our students and community.

 Research with global impact. We're finding solutions to the world's biggest challenges.

UQ Business School

 Our academics collaborate across multidiscipline content.

 We are building networks with other social impact centres in the Australasian region to engage in mutually beneficial initiatives.

 Our biggest strength is the diversity and depth of expertise in social impact related research, with our researchers producing high quality outputs through collaborations with domestic and internationally reputed colleagues.

Points of contact

[Associate Professor Jay Weerawardena](#)

E j.weerawardena@business.uq.edu.au

P +61 7 3346 8093



[Professor Peter Popkowski-Leszczyc](#)

E p.popkowski@business.uq.edu.au

P +61 7 3443 1254



For more information visit

W business.uq.edu.au/research/research-hubs