

RESEARCH



IN SUSTAINABILITY,
COMMUNITY, AND
IDENTITY

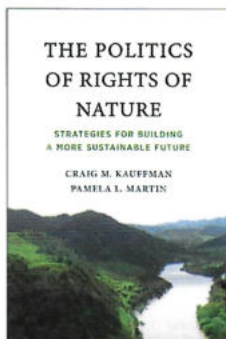


PERPETUATING SUSTAINABLE SOLUTIONS

AWARD-WINNING TYPOLOGY FOR SERVICE PROCESSES

Subhajit Chakraborty, Ph.D., in collaboration with Muratcan Erkul, Ph.D. (Kutztown University), and Hale Kaynak, Ph.D. (University of Texas-Rio Grande Valley), proposed a classification system suggesting that contemporary manufacturing firms may benefit by improving their customer focus and being organizationally innovative. Manufacturing firms that implemented these approaches with quality management practices were shown to achieve more effective servitization – processes by which companies become service-centric – and higher firm performance.

Chakraborty received the Gryna Award from the American Society for Quality, the primary body for quality in the world. This international award, bestowed only eight times since 2010, is presented for the paper published in the preceding year that made the largest single contribution to the extension of understanding and knowledge of the philosophy, principles, or methods of quality management.



THE FIGHT FOR ECOLOGICAL SUSTAINABILITY

The prevalent discussions around climate change and the prospect of mass extinction have amplified the call from politicians, policymakers, and activists around the world for the right of nature to be legally recognized. In *The Politics of Rights of Nature*, CCU's Pamela Martin, Ph.D., professor of politics and international relations, and Craig Kauffman, Ph.D. (University of Oregon), explore the way communities, organizations, and concerned citizens are seeking ways to position the right of nature as a means to counteract environmental crises. Telling case stories from around the world, they explore what movements are working and what has failed so far, but ultimately show that communities are willing to rally for the preservation of the natural environments.



PRIORITIZING HEALTH and NUTRITION

MANAGING HEAT STRESS THROUGH NUTRITION


Brandon Willingham, R.D., combines his research interests of fluid balance, thermoregulation, and human performance in his recent publication, wherein he investigates the role of betaine supplementations in improving heat tolerance. He has received two industry grants from NOW Foods in the areas of exercise metabolism and the challenges associated with exercising in the heat, which are funding ongoing investigations of nutritional approaches to managing heat stress.


AEROBICS WITH HYPOXIA TRAINING

Jakob Lauver, Ph.D., maintains a line of research investigating the application of blood flow restriction (BFR), or hypoxia, during aerobic-based exercise. Through the use of tools such as pressure cuffs, occlusion training bands, or knee wraps, BFR can be used as a training method that artificially alters the blood flow response to exercise.


Recent literature suggests that aerobic exercise with BFR may be an effective means of training, but the limited research in the area conflicts with various modes and exercise prescriptions currently being utilized. Lauver has been investigating various methodological concerns, including the effects of various intensities of exercise and various restriction pressures on the acute physiological responses to provide further insight into aerobic exercise with BFR.

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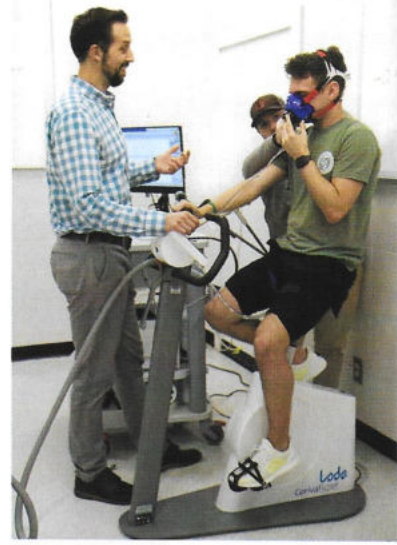
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 [coastal.edu/virtual_tour](https://www.youtube.com/watch?v=coastal.edu/virtual_tour)



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