

## 14. Cutting down e-commerce packaging waste

### COURSE FACULTY **Santanu Majumdar**

Georgia Southern University



#### Education:

MFA, Graphic Design  
Louisiana State University,  
B.Des, Graphic Design  
National institute of Design

#### Experience:

Experience in print production, exhibition, retail, packaging, signage system, short films, interactive and game design. TEDx speaker, presented various papers on design education, sustainability, mentoring and collaborative research. Various design projects for well-known organizations like the UN, UNICEF, UNDP, Munro Pharmacy, Government of Madhya Pradesh, and Government of India, etc.

### CO-FACULTY

### **Dr. Dominique Halaby**

Georgia Southern University



#### Education:

Dr. Halaby holds a Doctorate of Public Administration from the Huizenga School at NSU Florida, MPS from U. Maryland, College Park, MBA from U. Texas- Pan American, BA from U. Texas at Austin, as well as completed the AACSB post-doctoral bridge program.

#### Experience:

Director of the Business Innovation Group (BIG) at Georgia Southern University. Overseeing the development of Georgia Southern University's City Center. Working with the Hinesville Development Authority. Earlier, served as Director of the Center for Community and Business Research at the University of Texas at San Antonio's Institute for Economic Development, Interim Director of the Rio Grande Regional Center for Innovation and Commercialization.

### Keywords

e-commerce, sustainability, innovation, logistics, dissemination, packaging, retail, analytical.

### Overview

The widespread expansion of Internet shopping has set a precedent in the rapid growth of e-commerce business which has both positive and negative impacts on the environment. Before e-commerce, the logistics for traditional retail goods were shipped in bulk to a warehouse and then to the stores. Pam Baker said in the article "E-commerce packaging waste becoming a bigger issue". Today the challenge of packaging is not only limited in the US but also the other parts of the world. This opportunity gives us to explore and understand the use of e-commerce packaging through research, analytical study, and innovate.

Course Code: **OE2014** | Seats: **14**

**CAMPUS: Ahmedabad**

### Objective

Conduct research on the extent and impact of the massive scale of packaging -Generate ideas and rapid prototypes for innovative sustainable packaging solutions, both at the product design development and systemic levels, for certain selected product categories, which can become case studies for other products/product categories.

### Methodology

Research, Hands-on work. Observe, Analyse, Articulate, Process, Produce. Repeat.

### Deliverables

Documentation, Prototypes and display/exhibition