

Communication Strategy Framework: Showing Universities' Contribution Towards Twin Transition Through Their Brand Capabilities

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Abstract

The convergence of digital and ecological transformations, known as the twin transition, offers a significant opportunity for universities to enhance their brand, attract stakeholders, and drive sustainable growth (SOS, 2025). This paper presents a marketing-focused framework for universities to leverage their brand capabilities (i.e., research, teaching, and collaborations) to promote their contributions to this transition. By simultaneously advancing digitalisation and environmental sustainability, universities can develop compelling value propositions for students, industry, and society. The framework emphasises the strategic marketing of university initiatives through four key pillars: cultivating a research culture focused on market-relevant solutions; innovating curricula to meet the demands of the green and digital economy; building strategic university-industry partnerships; and fostering impactful university-government collaborations. The analysis reveals significant opportunities for universities to enhance their visibility and impact through targeted marketing of interdisciplinary research, future-oriented curricula, and collaborative engagements. Challenges, such as potential conflicts between the digital and ecological dimensions and institutional barriers, are addressed through strategic marketing and communication. The paper concludes with actionable recommendations for universities to adopt a holistic and integrated marketing approach, emphasising innovative communication, stakeholder relationship management, and the promotion of sustainability achievements to enhance their brand and attract support for a sustainable and digital future.

Track: Sustainability, CSR and Marketing