

Contemporary Approaches to Teaching Students about Agriculture Literacy and Sustainable Lifestyle

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Abstract

Creating a culture of sustainable lifestyle as part of the general ideas of sustainable development in the education of students in business schools is one of the means to increase their agricultural literacy and to form them as future sustainable leaders. The purpose of the study is to characterize the good teaching practices of ideas for a sustainable lifestyle, sustainable consumption and sustainable management of the agro-food chain, as well as the possibilities for their improvement through the application of interdisciplinary educational models supported by European funding programs.

The paper is conceptual, and the desk research method was used to clarify the study's principal elements and collect secondary data on aspects of the researched issue. The theoretical framework of the research is built on the concepts of sustainable development, sustainable lifestyle, sustainable consumption, sustainable management of the agri-food chain, social innovation, social business, and social entrepreneurship. Some of their main statements were investigated through a survey among business and management students in Bulgarian higher education institutions. Guidelines are proposed for building interdisciplinary educational models by business schools to develop cooperation between educational, scientific, business, and public institutions and to create new educational models seeking synergy between science, technology, ecology, and cultural industries.

Keywords: agriculture literacy, sustainable lifestyle, sustainable consumption, sustainable management of the agri-food chain, social innovation, social entrepreneurship