



DONALD RESEARCH
CONSULTING

A Sustainable Career Ecosystem

Associate Professor William E. Donald

Donald Research & Consulting

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Associate Professor of Sustainable Careers and HRM

- University of Southampton, UK



Theory Development

- Co-Founder of the Employability Capital Growth Model [2024]
- Founder of Sustainable Career Ecosystem Theory [2023]
- Creator of Weather as a Career Metaphor [2022]



Published Books

- *Developing Employability Capital in University Students: A Practical Guide* [Routledge, 2025]
- *Strategic Opportunities for Bridging the University-Employer Divide* [IGI Global, 2024]
- *Handbook of Research on Sustainable Career Ecosystems for University Students and Graduates* [IGI Global, 2023]



Forthcoming Books

- *How to Organise Inclusive Conferences and Workshops* [Edward Elgar Publishing, 2026]
- *Research Handbook on Higher Education and Employability* [Edward Elgar Publishing, 2027]

Books



Developing
Employability Capital
in University Students
A Practical Guide

WILLIAM E. DONALD



Premier Reference Source

Strategic Opportunities
for Bridging the University-
Employer Divide

William E. Donald



Handbook of Research on

Sustainable Career
Ecosystems for University
Students and Graduates





Services

- Research
- Consultancy
- Keynote Speaker
- Workshops
- Mentoring and Life Coaching
- Proof Reading



National Awards

- 2024: Shaw Trust Disability Power 100, Shaw Trust, UK
- 2024: Research by a Career Development Professional, CDI, UK [Shortlisted]
- 2024: Careers Legend, Careers Sector, CareersFest, UK [Shortlisted]
- 2024: Best Careers Tool, ECGM, CareersFest, UK [Shortlisted]



Website

- <https://drwilldonald.wordpress.com>



LinkedIn

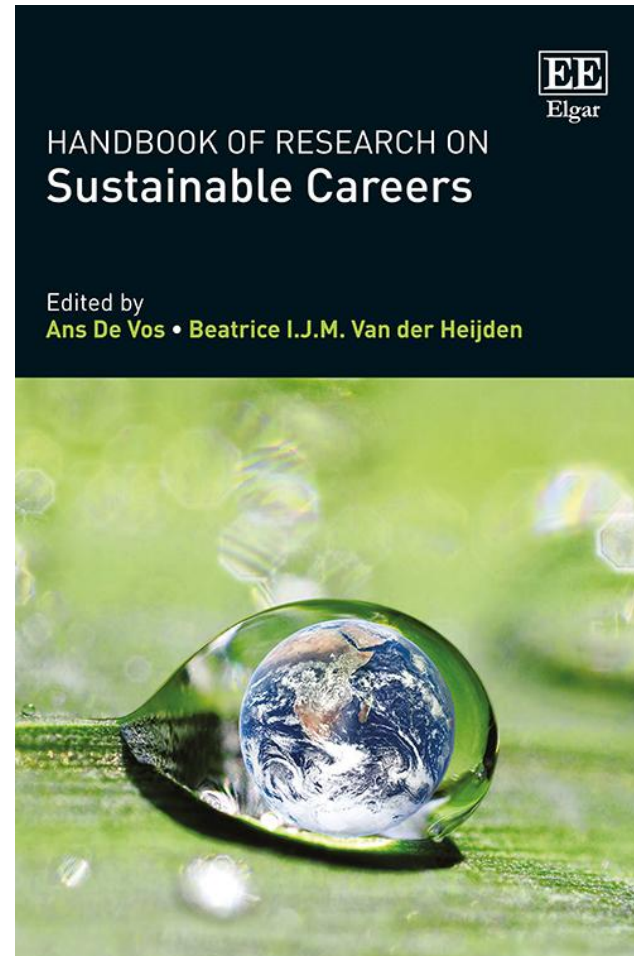
- [Linkedin.com/in/willdonald](https://www.linkedin.com/in/willdonald)



Email

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Sustainable Career Theory

Founders

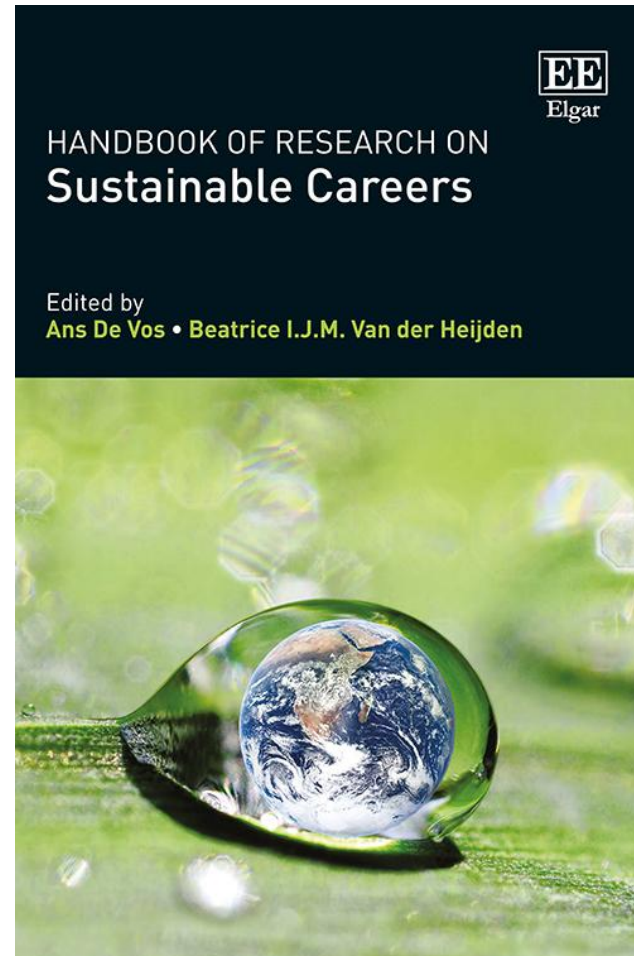
- Professor Ans De Vos, Belgium
- Professor Beatrice I.J.M. Van der Heijden, the Netherlands

Dimensions

- Person
- Context
- Time

Indicators

- Health
- Happiness
- Productivity



Career Ecosystem Theory

Founder

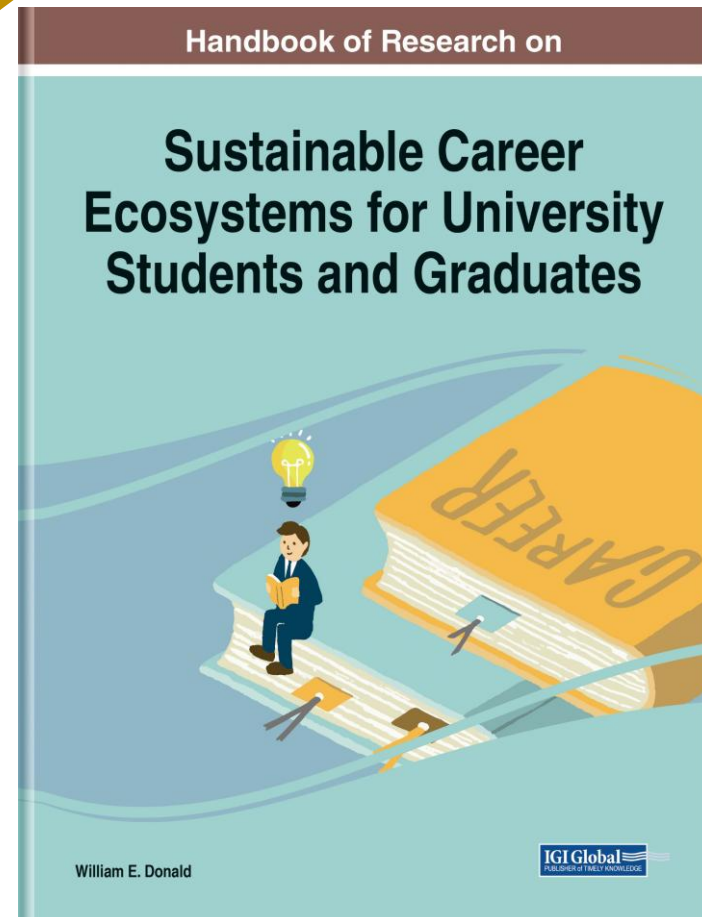
- Professor Yehuda Baruch, UK

Social System

- Interconnected
- Interdependent
- Continuous flux

Traditional Actors

- Individuals
- Organizations
- Societies



Sustainable Career Ecosystem Theory

Founder

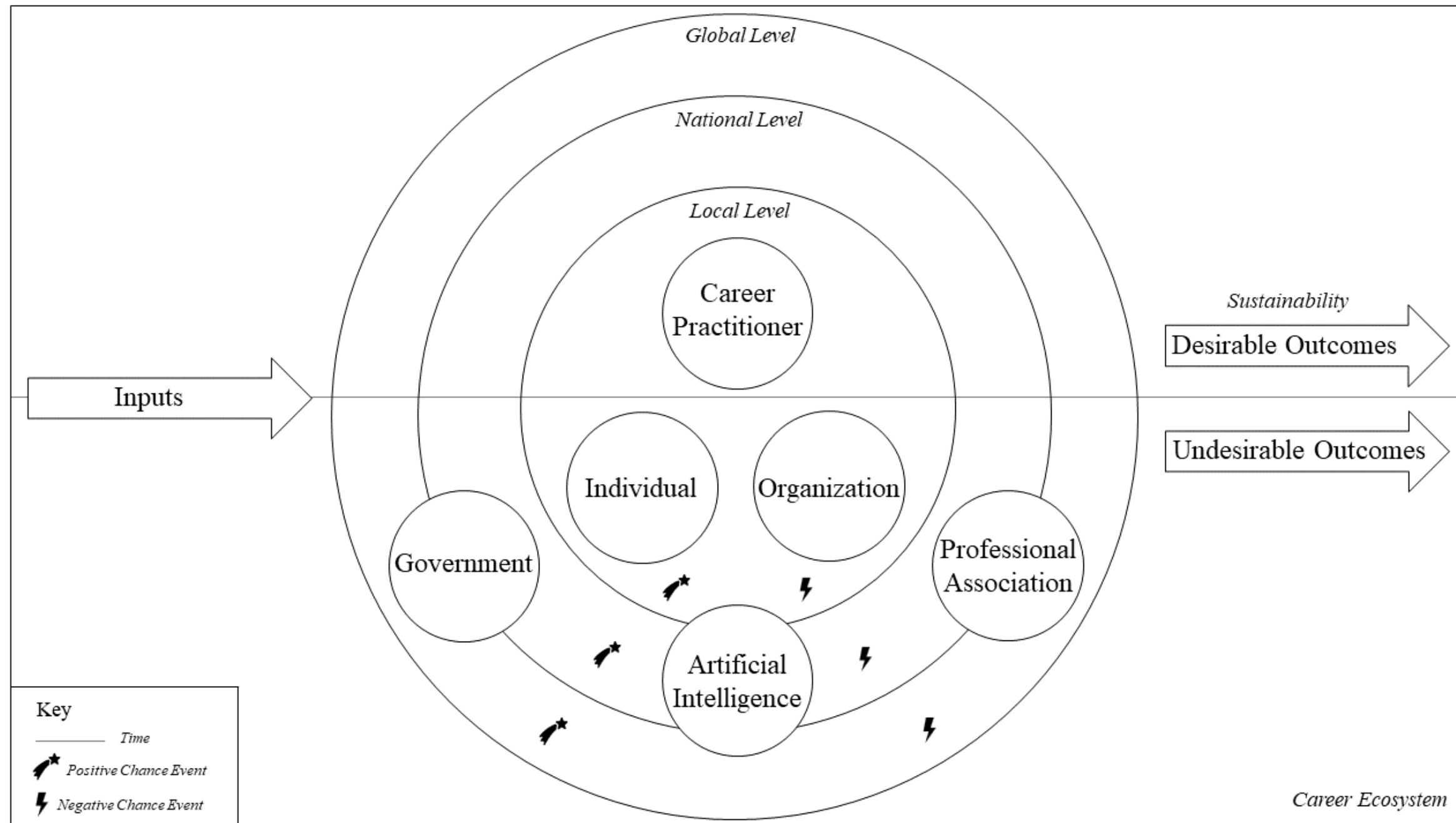
- Associate Professor William E. Donald, UK

a variety of *interconnected* and *interdependent* actors across higher education institutions [educational] and workplace *contexts*, whereby the lives and careers of *individuals* evolve and play out over *time* with an emphasis on *sustainable outcomes* for the individual, organisations, and broader society.

A Sustainable Career Ecosystem



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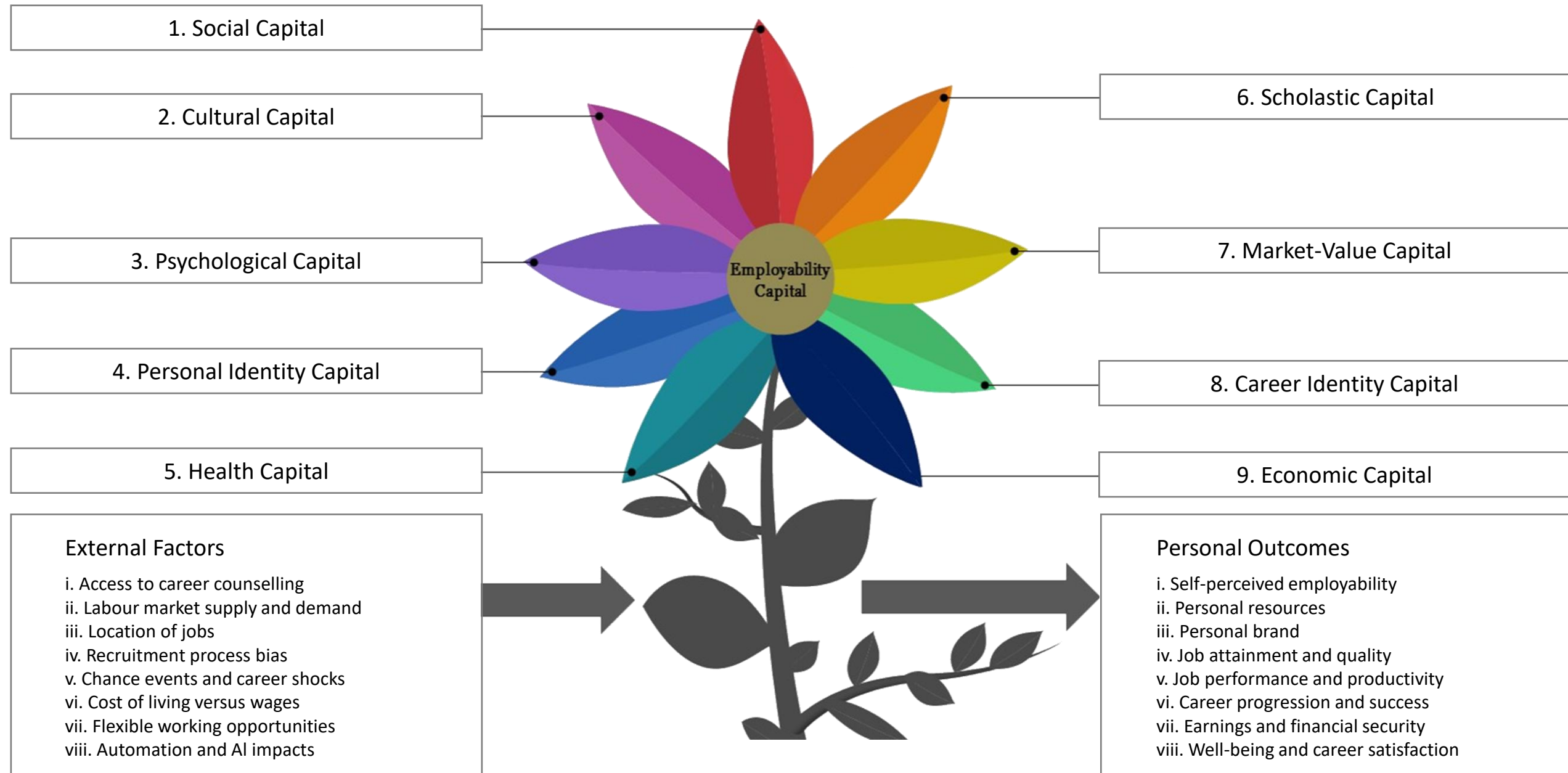


© Donald, Van der Heijden & Baruch (2024)

Employability Capital Growth Model (ECGM)



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Universities

- Attracting/not attracting students
- Securing/not securing funding
- Inclusive/not inclusive work environment
- Supporting/not supporting career practitioners
- Encouraging/blocking collaboration
- Preparing/not preparing graduates to be global citizens
- Producing/not producing research offering real-world benefits

Organisations

- Attracting and retaining/not attracting or retaining talent
- Commitment/lack of commitment to diversifying the workforce
- Compliance/non-compliance with legislation
- Mobility/lack of mobility (org, local, national, global levels)
- Innovation/stagnation
- Competitive advantage/disadvantage
- Strong/weak financial performance
- Productive/unproductive

Career Practitioners

- Accredited/non-accredited
- Decent/poor work conditions
- Good/low pay
- Committed/not committed to CPD
- Ethical/non-ethical approach to CEIAG
- Capacity/lack of capacity to provide CEIAG
- Diversity/lack of diversity of clients offered CEIAG
- Tailored/generic CEIAG
- Increase/no change to client's employability

Professional Associations

- Advocacy/lack of advocacy for individuals
- Advocacy/lack of advocacy for organisations
- Evolving/stagnant standards and practices
- Provision/lack of provision for CPD
- Facilitate/hinder human resource management

Government

- Best/ineffective use of employability capital
- Increased/reduced tax revenue
- Increased/reduced Gross Domestic Product (GDP)
- Increased/reduced living standards
- Well-being/ill-being
- Employment/unemployment

Artificial Intelligence

- Reduce/increased bias
 - Access to CEIAG
 - Diversity of hires
 - Performance metrics
- Process optimisation/waste
- Increased/decreased living standards
- Address/ignore global challenges
- Employment/unemployment/underemployment
- Job enrichment/function erosion



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