# COMPETITIVE ENVIRONMENTAL STRATEGY

A Guide to the Changing Business Landscape



ANDREW J. HOFFMAN

# <u>Competitive Environmental Strategy Competitive</u> <u>Environmental Strategy</u>

**Adele Parmentola, Ilaria Tutore** 

#### **Competitive Environmental Strategy Competitive Environmental Strategy:**

Green to Gold Daniel C. Esty, Andrew Winston, 2009-01-09 From the Publishers Weekly review Two experts from Yale tackle the business wake up call du jour environmental responsibility from every angle in this thorough earnest guidebook pragmatically passionately financially and historically Though no company the authors know of is on a truly long term sustainable course Esty and Winston label the forward thinking green friendly or at least green acquainted companies WaveMakers and set out to assess honestly their path toward environmental responsibility and its impact on a company s bottom line customers suppliers and reputation Following the evolution of business attitudes toward environmental concerns Esty and Winston offer a series of fascinating plays by corporations such as Wal Mart GE and Chiquita Banana the bad guys who made good and the good guys watchdogs and industry associations mostly working behind the scenes A vast number of topics huddle beneath the umbrella of threats to the earth and many get a thorough analysis here from global warming to electronic waste take back legislation to subsidizing sustainable seafood For the responsible business leader this volume provides plenty of organic food for thought Competitive Environmental Strategy Andrew J. Hoffman, 2000-04 Table of Contents Corporate Environmental Strategy and Competitive Advantage Sanjay Sharma, Juan Alberto Aragón Correa, 2005 The first book to gather cutting edge research on this complex relationship Corporate Environmental Strategy and Competitive Advantage presents conceptual ideas and empirical findings as well as a valuable review of extant literature and future directions for researchers Scholars consultants and managers from business the public sector NGOs international development institutions and government working at the interface of business and the natural environment will find this book a necessary addition to their library BOOK JACKET Competitive Environmental Strategy Renato J. Orsato, 2006

Corporate Environmental Strategy Voicu D. Dragomir,2019-09-11 This book is a first step towards understanding the complexity of corporate environmental strategy while explaining the relationships between the numerous dimensions of the concept When we think of corporate environmental strategy we usually have in mind a dull and stereotypical statement issued by the CEO addressing aspects such as pollution reduction stakeholder dialogue and unfailing care for the environment However genuine environmental protection relies on proactive policies managerial commitment cleaner technologies and advanced management procedures The author identifies a series of environmental strategy dimensions some of which have been thoroughly researched in the literature whereas others have only emerged in recent years The main dimensions presented in this book include corporate environmental performance environmental accounting and disclosure environmental management practices greening the supply chain environmental values and responsibility green entrepreneurship and innovation environmental training culture and policies and environmental legitimacy and reputation For each dimension the author develops a discussion framework which provides the necessary operational definitions methodological implications and practical situations in which these constructs can be used Each section contains a visual

representation of the relationships between the dimensions of corporate environmental strategy and the actions of decision makers and relevant stakeholders Strategic information systems management for environmental sustainability: enhancing firm competitiveness with Green IS Löser, Fabian, 2015-07-06 During the last three decades information and communication technologies have fundamentally changed the way we work live and communicate The ubiquity of internet services which become increasingly interactive and complex together with enhanced connectivity facilitated by innovative mobile devices induces an ever rising demand for computing storage and data transmission capacities Today information systems IS constitute the backbone of the globalized economy and are indispensable for modern business and production processes At the same time environmental sustainability has evolved as the most pressing societal challenge of the 21st century in particular due to the looming threats of climate change By virtue of their global influence and reach business companies significantly contribute to the creation of environmental problems but owing to their organizational knowledge capabilities and resources they also have the capacity and ability to play a key role in shaping the path towards a more sustainable development The companies leading the way have noticed that corporate sustainability is not necessarily a burden that negatively impacts their bottom line If strategically managed environmental product and process innovations can decrease operational costs enhance corporate reputation and differentiate from competitors With regard to environmental sustainability IS play a contradictory role on the one hand the manufacturing operation and disposal of information technology IT infrastructure are responsible for serious environmental impacts from the mining of conflict minerals to carbon dioxide emissions that equal those of the airline industry to enormous amounts of toxic e waste On the other hand IS are perceived as key enablers of a green economy environmental management systems and the reengineering of business processes can substantially reduce the environmental impacts of business organizations while technological innovations provide opportunities to decrease the ecological footprint of end user products and services Many organizations have started to implement first environmental measures to decrease IT energy consumption and to reduce operational costs mostly in an unstructured and uncoordinated manner though Although Green IS practices feature a considerable potential to increase corporate environmentalism while creating promising business opportunities the adoption of enterprise wide cross functional initiatives aimed at implementing Green IS has been rather slow Economic uncertainties regarding the long term effects of Green IS adoption and the lack of appropriate management frameworks have been identified as main inhibitors of an encompassing implementation of Green IS initiatives throughout the enterprise In this context this thesis addresses relevant research gaps contributes to theory development in the evolving Green IS research discipline develops practice oriented management frameworks and emphasizes the importance of following a strategic approach to leverage the competitive potential of Green IS This cumulative thesis comprises an introduction that includes a literature review and a pre study four theory based conceptual research articles and two empirical studies one of them building on qualitative exploratory case

study research whereas the other relies on quantitative data which has been analyzed with structural equation modeling This thesis targets four specific research goals to advance theory building in Green IS research and to promote the adoption of Green IS in practice First this thesis clarifies and defines the central terms and key concepts Green IT Green IS Green IS strategy and Green IS practices drawing on a transdisciplinary research approach Second the most important challenges and inhibitors of Green IS adoption are identified and characterized In particular the lack of management frameworks which encourage a holistic implementation that follows a strategic rationale the complexity of strategic Green IS alignment the multi dimensional performance impacts of cross functional initiatives and above all the uncertainty relating to the business case of Green IS practices are identified as the most pressing challenges Third current actions of business firms to address these challenges are examined Building on exploratory case study research distinctive Green IS strategies are identified in managerial practice Most notably the empirical insights from quantitative survey research suggest a positive relationship between Green IS adoption and firm competitiveness thus decreasing the economic uncertainty which inhibits the implementation of far reaching environmental initiatives Fourth practice oriented management frameworks are developed The fine grained Green IS strategy concept advises the formulation of strategies addressing the corporate competitive and functional management level The proposed typology of four Green IS strategies illustrates distinct strategic options from which executives can choose under consideration of their competitive targets and the firm specific context To allow for consistency of Green IS strategies the presented alignment framework facilitates coherence with economic and environmental corporate goals Furthermore the actors roles and responsibilities relevant to the alignment process are described In addition a management framework for the holistic adoption of Green IS which specifies decisive management areas and distinguishes between three degrees of environmental impacts is presented along with a comprehensive catalogue of Green IS implementation measures As a consequence this research offers both empirical insights and conceptual models to advance the adoption of Green IS initiatives thus meeting the challenges of climate change and turning corporate sustainability into a business opportunity Informationssysteme IS zeigen in Bezug auf kologische Nachhaltigkeit gegens tzliche Eigenschaften Einerseits verursachen die Herstellung der Betrieb sowie die Entsorgung von Informationstechnologie IT Infrastrukturen schwerwiegende negative Umweltauswirkungen Vom Abbau von Konfliktmineralien ber Kohlendioxidemissionen bis hin zu betr chtlichen Mengen giftigen Elektroschrotts Andererseits werden IS als Schl sseltechnologien fr eine nachhaltige Wirtschaft gesehen Umweltmanagementsysteme und die Umgestaltung von Gesch ftsprozessen k nnen den kologischen Fu abdruck von Organisationen bedeutend verringern Zudem er ffnen technologische Innovationen neuartige M glichkeiten die Umweltauswirkungen von Produkten und Dienstleistungen ber den gesamten Lebenszyklus hinweg zu senken Zahlreiche Organisationen haben damit begonnen einzelne Green IT Ma nahmen zu implementieren um den Energieverbrauch und operative Kosten zu senken Allerdings verfolgen die meisten Unternehmen

hierbei keinen strukturierten oder strategischen Ansatz Obwohl Green IS Initiativen beachtliche Potentiale zur Verbesserung der kologischen Nachhaltigkeit von Organisationen bieten und gleichzeitig vielversprechende wirtschaftliche Chancen er ffnen schreitet die Umsetzung von bereichs bergreifenden Green IS Ma nahmen in Unternehmen nur langsam voran konomische Unsicherheiten in Bezug auf die Rentabilit t derartiger Ma nahmen sowie der Mangel an ad quaten Management Frameworks werden in diesem Zusammenhang als zentrale Hinderungsgr nde fr eine strategische und ganzheitliche Umsetzung von Green IS Initiativen identifiziert Diese Dissertation adressiert diese Hinderungsgr nde schafft Schl sselkonzepte fr den neuen Green IS Forschungszweig entwickelt praxisorientierte Management Frameworks und hebt die Bedeutung eines strategischen Ansatzes bei der Implementierung von Green IS hervor Diese Forschungsarbeit offeriert empirische Einblicke wie auch konzeptionelle Modelle um die Umsetzung ganzheitlicher Green IS Initiativen in Organisationen voranzutreiben Unternehmen haben somit die Chance den Herausforderungen des Klimawandels verantwortungsvoll zu begegnen und gleichzeitig durch eine nachhaltige Unternehmensf hrung Wettbewerbsvorteile zu Sustainability Strategies R. Orsato, 2016-01-13 By analysing the rationales for sustainability strategies this generieren book addresses a timely question for managers academics and MBAs when does it pay to be green Based on solid theoretical foundations and empirical research it clarifies the elements involved in the formation and evaluation of sustainability strategies in firms **Environmental Strategies** Joachim Plesch, 2003-09-03 Inhaltsangabe Einleitung In den letzten zwei Jahrzehnten sind die Auswirkung industrieller Aktivit t auf die Umwelt immer mehr zu einem Thema in der gesellschaftlichen Diskussion geworden Unternehmen sind heutzutage mit hohen Erwartungen in Bezug auf die Umweltfreundlichkeit ihrer Aktivit ten konfrontiert Diese Diplomarbeit konzentriert auf das Konzept der Abfallvermeidung das den meisten Umwelt Strategie zugrunde liegt Viele Unternehmen haben Abfallvermeidung bis zum jetzigen Zeitpunkt jedoch noch nicht eingef hrt In dieser Arbeit wird Abfallvermeidung vornehmlich aus dem Blickwinkel dieser Unternehmen analysiert Ein kurzer berblick ber die relevanten Begriffe und Konzepte wird gegeben Danach werden die Bedrohungen fr die Unternehmensleistung er rtert die von kologischer Gesetzgebung versteckten Kosten ISO Standards und den Erwartungen diverser Stakeholder herr hren Anschlie end werden die potentiellen von Abfallvermeidung bewirkten Nutzen und Vorteile die die gesamte Organisation umfassen beschrieben und evaluiert Diese sind unter anderem zu finden in Effizienzsteigerungen St rkung der Organisationsstruktur und Mitarbeiter Engagement Eine kritische Analyse dieser Vorteile f hrt nicht zu fundamentalen Kritikpunkten sondern unterstreicht eher die Notwendigkeit fr eine rationale Herangehensweise an kologisches Management Zum Abschluss werden Empfehlungen zur Einf hrung von Abfallvermeidung in Unternehmen die dieses Strategie noch nicht verfolgen gegeben Darunter fallen unter anderem die Integration von Abfallvermeidung in die bergreifende Strategie Kostenidentifikation und Abfallvermeidungsprogramme die zum Empowerment von Mitarbeitern beitragen Schlussendlich wird betont dass Abfallvermeidung erst der erste Schritt in Richtung nachhaltiger konomischer

Entwicklung ist Abstract During the past two decades the impacts of industrial activities on the environment have become a prominent issues in debates on economic development Nowadays Companies are confronted with high expectations in terms of environmental protection This thesis focuses on the concept of pollution prevention which underlies most environmental strategies Many companies however have not yet implemented pollution prevention In this thesis pollution prevention is primarily evaluated from the perspective of such firms As a starting point a short overview of terms and concepts in the pollution prevention area is given Following this **Industry 4.0 Technologies for Environmental Sustainability Adele** Parmentola, Ilaria Tutore, 2023-10-31 Industry 4.0 technologies are expected to have a positive impact on the global economy by promoting autonomous interoperability agility flexibility decision making efficiency or cost reduction which are also expected to be resource efficient However new and emerging technologies can also have potentially harmful social and environmental impacts that must be considered The goal of this book is to provide a deeper understanding of how Industry 4 0 technologies can benefit or harm the environmental sustainability of companies To this end it presents a classification of Industry 4 0 technologies and evaluates for each typology the positive and negative aspects of their implementation Thus the book considers Industry 4.0 technology and environmental sustainability from the perspective of management on the one hand and from the perspective of technology users on the other The book is of interest to researchers from various disciplines who approach Industry 4 0 technologies from a business perspective and on the other hand to managers and strategic consultants who want to promote sustainable change in their companies **Green Technologies and Business** Practices: An IT Approach Ordóñez de Pablos, Patricia, 2012-08-31 Green technology plays an important role in the achievement of environmental sustainability Tax incentives carbon taxes and rising fossil fuel costs are motivating increased growth and development of green products and services many of which are the result of innovative discoveries in biotechnology and nanotechnology Green Technologies and Business Practices An IT Approach is an international platform that brings together academics researchers lecturers policy makers practitioners and persons in decision making positions from all backgrounds who ultimately share new theories research findings and case studies together enhancing understanding and collaboration of green issues in business and the role of information technologies and also analyze recent developments in theory and practice Furthermore this book demonstrates the capacity of green models and policies information technology and management for the mutual understanding prosperity and overall well being of all the citizens in the world This title is perfect for politicians professors policy makers government officers and students alike

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