

CASE STUDIES IN SUSTAINABILITY MANAGEMENT AND STRATEGY

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Edited by Jost Hanschmidt

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Jost Hamschmidt



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Case Studies in Sustainability Management Jordi Vives Gabriel, 2017-11-30 With the rapidly growing importance of sustainability and corporate responsibility in a globalised world management schools are increasingly integrating long term economic environmental and social issues into their teaching and research Climate change poverty labour standards and human rights are among the many topics that future decision makers will need to face in their careers Business education needs to reflect this new reality and provide a broadened understanding of value creation in order to create economic capital

while developing social and preserving natural capital Case studies can be important tools for creating learning processes on different levels students are forced to struggle with exactly the kinds of decisions and dilemmas managers confront every day In this reflection of reality the values and goals of the student are systematically challenged This can be especially valuable in the context of sustainability management organisations are now continually forced to value the different aspects of sustainability and their interrelations How do social issues impact the economic bottom line How can an environmentally sound strategy create a positive impact on employee motivation and thus have measurable impact on economic performance What comes first and why This third collection of oikos case studies is based on the winning cases from the 2010 to 2013 annual case competition So what makes an excellent case in sustainability management These cases have been highly praised because they provide excellent learning opportunities tell engaging stories deal with recent situations include quotations from key actors are thought provoking and controversial require decision making and provide clear take aways These cases are clustered in three different sections Large Corporations and Corporate Sustainability Dilemmas Managing Stakeholder Relations and Sustainability as a Source of Differentiation Strategies Case Studies in Sustainability Management will be an essential purchase for educators and is likely to be a widely used as a course textbook at all levels of management education Online Teaching Notes to accompany each chapter are available on request with the purchase of the book Case Studies in Social Entrepreneurship and Sustainability Jost Hamschmidt, Michael Pirson, 2018-02-06 The case studies in this second volume focus on entrepreneurs targeting sustainability issues and how their personal values shape strategies and initiatives The award winning cases describe new patterns of value creation and the challenges of dealing with existing paradigms *International Management in Practice Volume 1* Patrick Siegfried, 2015-08-25 These Case Studies were written from students at the EBC university of applied sciences D sseldorf The students from 6th semester of the study International Business Management have visited the lecture Case Studies in International Management In this book Case studies from 8 different companies will be presented The development of their enterprises the position in the market and the strategies Internationalisation Merger Sustainability At the end of each Case Study are questions so that other students can answer these questions and with the Case Study *The Dark Side* Emmanuel Raufflet, Albert J. Mills, 2017-09-08 The discredit of a certain brand of capitalism and the managers that practice it continues apace The increasing lack of tolerance for short term thinking and a systematic neglect of the social regulatory and economic conditions in which business ought to operate means we are entering a time of trouble and questions an era of economic social and environmental turbulence There is a critical need for business educators and trainers to expose students and managers to these issues to examine explore and understand the different multifaceted complex phenomena of our late capitalist era There is also a need to foster a climate for future and current business managers to reflect feel and think differently both ethically and cognitively The 16 innovative case studies in *The Dark Side Critical Cases on the Downside of Business* are designed for this very purpose to

provoke reflection and debate to challenge and change perceptions and to create responsible managers The cases are innovative in two ways First in terms of content they acknowledge the diversity of actors and interests in and around organizations They contain different levels of analysis and propose different points of view and logics They recognize that decisions that seem sound when they are made may actually contain the seeds of their later failure Second these cases are innovative in terms of format Whereas most cases are formatted around decision making situations these are more diverse and open ended This stimulates the use of judgment the capacity to synthesize integrate and balance short and long term effects appreciate effects on different groups and learn to listen and evaluate Whereas decision making is the key skill when confronting complicated issues and situations judgment making relies on experience and is a far better tool in the complex murky gray areas typical of business ethics The cases included here are all finalists or award winners from the first seven years of the Dark Side of Business Case Competition a joint event of the Academy of Management s Critical Management Studies Section and Management Education Section In many areas of management case studies are almost exclusively devoted to best practice cases or difficult decisions faced by basically well managed firms When educators look for resources to illustrate to students the more typical cases let alone the really scandalous practices of the worst firms the cupboard is almost entirely bare From the beginning the Dark Side competition aimed at encouraging case studies that integrate socio political issues with organizational dynamics thus contextualizing organizational and management problems within the broader system of capitalism These cases comprise a diverse and rich collection from a range of countries continents and issues and focus on interactions in business organizations as well as between business organizations and groups and societies The Dark Side Critical Cases on the Downside of Business is divided into four sections The first sheds light on gray areas in the behavior of businesses The second concerns the interactions between business and local communities in diverse countries The third concerns crises and specifically how firms may create or manage them Finally the fourth section concerns gray areas in business behavior in the global context The Dark Side Critical Cases on the Downside of Business will be an essential purchase for educators and is expected to be a widely used resource at all levels of management education Online Teaching Notes to accompany each chapter are available on request with the purchase of the book Sustainability Marketing Frank-Martin Belz, Ken Peattie, 2012-10-29 The new and extended Second Edition of the award winning textbook Sustainability Marketing A Global Perspective provides a sustainability oriented vision of marketing for the twenty first century Adopting a consumer marketing focus it emphasises integrating sustainability principles into both marketing theory and the practical decision making of marketing managers The book shows how the complexities of sustainability issues can be addressed by marketers through a systematic step by step approach The steps involve an analysis of socio environmental priorities to complement conventional consumer research an integration of social ethical and environmental values into marketing strategy development a new consumer oriented sustainability marketing mix to replace the outmoded

and producer oriented 4Ps and finally an analysis of how marketing can go beyond responding to social change to contribute to a transformation to a more sustainable society Without taking such steps marketing will continue to drive global crises linked to climate change poverty food shortages oil depletion and species extinction instead of helping to tackle them A comprehensive package of supplementary materials for this text is available at www.wiley.com/college/belz View the authors blog at www.sustainabilitymarketing.com

Corporate Sustainability in the 21st Century Rafael Sardá,Stefano Pogutz,2018-12-07 Corporate sustainability needs a rethink We have entered the human influenced Anthropocene age and we are witnessing accelerating changes in earth system processes Businesses current initiatives such as product innovation and pollution reduction are not enough to combat the intensifying social ecological challenges that face us Corporate Sustainability in the 21st Century is an innovative new textbook which provides a fresh conceptual framework for understanding and engaging with sustainability now and in the future Business In Nature This book critically discusses key concepts and topics related to corporate sustainability with a focus on corporate sustainability strategies and corporate value chains Setting itself apart from existing books it introduces ideas from global ecology and the natural sciences to provide readers with a new language for discussing business and sustainability This book maintains an international perspective throughout with a wealth of examples case studies and discussion questions It will be a valuable text for students of corporate sustainability business nature and society and environmental studies and will also be useful for managers seeking a new perspective on how being green can fit with business goals *Ethical Corporation Magazine* ,2007-07

Case Studies in Social Entrepreneurship Michael Pirson,2017-09-08 This book is an essential resource for the increasing number of facilitators who wish to help students learn about the promise and pitfalls of social enterprise The oikos Ashoka case competition for social entrepreneurship was conceived in 2007 as a way to help find great material and case studies in this emerging field This fourth collection of oikos case studies is based on the winning cases from the 2010 to 2014 annual case competitions These cases have been highly praised because they provide excellent learning opportunities tell engaging stories deal with recent situations include quotations from key actors are thought provoking and controversial require decision making and provide clear take aways This new volume of social entrepreneurship case studies highlights cases from around the globe authored by teachers from around the globe The selected cases span many industries and geographic contexts nevertheless they are connected by a shared ambition to highlight the power of entrepreneurship to solve social problems The cases are clustered in three different sections Socially oriented Enterprise Cases Health and Fair trade Ecologically oriented social enterprises and Corporate Social Entrepreneurship Case Studies in Social Entrepreneurship will be an essential purchase for educators and is likely to be a widely used as a course textbook at all levels of management education Online Teaching Notes to accompany each chapter are available on request with the purchase of the book

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