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Autore	Fields Ziska <1970->
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Descrizione fisica	1 online resource (xx, 384 pages) : illustrations (some color)
Collana	Advances in Business Strategy and Competitive Advantage
Disciplina	658.4/08
Soggetti	Cooperative societies Sustainable development Social marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Premier reference source"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Collective green creativity and eco-innovation as key drivers of sustainable business solutions in organizations / Ziska Fields, Sulaiman Olusegun Atiku -- Connecting the dots: bisociation, collective creativity, and sustainable business / Olajumoke Ogunsanya -- A need for cyber security creativity / Harold Patrick, Ziska Fields -- Empowerment of communities to address impossible problems / Neal Shambaugh -- The role of leadership in cultivating a responsible collective creative work environment / Alphonse Tavona Shiri -- Co-engagement of organisational leadership in collective decision-making: a case of public enterprise / Thea Van der Westhuizen, Max Mkhonta -- The collective creation of civil commons: the life-ground of business practice / Giorgio Baruchello -- Sustainable business model innovation: using polycentric and creative climate change governance / Job Taminiu [and 3 others] -- Corporate leadership and sustainability / Neeta Baporikar -- Responsible and sustainable management practices in developing and developed business environments / Idahosa Igbinkhase -- A systemic approach towards responsible and sustainable economic development: entrepreneurship, systems theory, and socio-economic momentum / Thea Van der Westhuizen --

Principles of responsible management education (PRME): call for responsible management education / Malebo Mokoqama, Ziska Fields

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Educational and business co-operatives: the channels for collective creativity and entrepreneurial teams / Rauno Rusko [and 5 others] --

The Use of Social Media and Online Petitions to Achieve Collective Change for a Sustainable Future / Vannie Naidoo -- Using Successful Cases to Promote Environmental Sustainability: A Social Marketing Approach / Harry Beachcroft-Shaw, Debbie Ellis -- Social marketing to achieve sustainability / Harry Beachcroft-Shaw, Debbie Ellis.

Sommario/riassunto

"This book is an authoritative reference source for the latest scholarly research on the elimination of environmental degradation through new discoveries and opportunities provided by collective creativity, featuring extensive coverage across a range of relevant perspective and topics, such as sustainable business model innovation, social marketing, and education and business co-operatives"--Provided by publisher.
