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Nota di contenuto	Chapter 1. Introduction by Runa Sarkar and Annapurna Shaw -- Theme 1: Sustainability and development: Search for the 'good life' -- Chapter 2. Sustainability and the good life by Anup Sinha -- Chapter 3. Role of Social Media in Environmental Awareness by Indranil Bose -- Chapter 4. Trade and Sustainable development in the WTO: The story of an uneasy relationship by Rajesh Babu -- Theme 2: Sustainability and the Judicial and Religious order -- Chapter 5. Sustainable Development and the agenda of Global Social Justice by Nishigandha Bhuyan -- Chapter 6. Role of religion in conflict prevention and resolution for social and environmental sustainability: Experiential insights from India by C P Bhatta -- Theme 3: Sustainability and marketing -- Chapter 7. Green Marketing by Suren Sista -- Chapter 8. Have Green, Pay More: An Empirical Investigation of Consumer's Attitude towards green packaging in an emerging economy by Prashant Mishra, Tinu Jain and Manoj Motiani -- Theme 4: Sustainability and Organizations -- Chapter 9. Embedding sustainability in the organizational action and thought by

Abhishek Goel -- Chapter 10. Sustainable supply chain management as a dynamic capability: An empirical study of a global automaker's Indian operations by Partha Datta and Subroto Mitra -- Theme 5.: Sustainability, Corporate Governance and CSR -- Chapter 11. Corporate governance and corporate social responsibility by Arpita Ghosh -- Chapter 12. Demystifying CSR and corporate sustainability, and its impact on the Bottom of the Pyramid by Ramendra Singh and Sharad Agarwal -- Chapter 13. There now..gone now..sustainability in CSR regulation in India by Nimruji Prasad.

Sommario/riassunto

This book offers a comprehensive overview of sustainability and management in India and through its insightful essays highlights the complex and multifaceted nature of sustainability as a concept. It also demonstrates the debates surrounding the concept of sustainability and its ramifications for ground-level practice in managing organisations and for public policy. The contributions from sustainability enthusiasts, practitioners from disparate fields and academics working at the Indian Institute of Management Calcutta, have been divided into five themes: (1) sustainability as a normative concept; (2) sustainability concept at the global level, (3) sustainability practices in Indian organisations and consumer behaviour; (4) sustainability, corporate governance and corporate social responsibility and (5) sustainability: a critique of organisational practice and government regulation. The themes reflect both new and continuing issues confronting management in the country today. Examples and in-depth studies make it relevant to the grounded reality in India. The expertise and experience of the contributors ensure that readers are left with a grasp of our current understanding of how sustainability is related to society and business, the direction this understanding will take in the future.
