

1. Record Nr.	UNINA9910254922003321
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Titolo	Implementing Sustainability Strategies in Networks and Clusters : Principles, Tools, and New Research Outcomes / / by Alessandra De Chiara
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	9783319402017
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XV, 167 p. 28 illus.)
Collana	CSR, Sustainability, Ethics & Governance, , 2196-7075
Disciplina	338.642
Soggetti	Social responsibility of business Industrial organization Industrial management—Environmental aspects Sustainable development Small business Corporate Social Responsibility Industrial Organization Sustainability Management Sustainable Development Small Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Part I: From Corporate Social Responsibility to Cluster Sustainability -- 1 The Territory and Business Competitiveness -- 2 Social Capital and Sustainability Strategies -- 3 Principles and Tools to Manage Clusters Sustainability -- Part II: Industrial District Sustainability in Southern Italy: Results of Empirical Research in Campania -- 4 Research Methodology and Results -- 5 Levels of Sustainability in Industrial Districts and Production Centres in Campania -- 6 Industrial District Sustainability and Local Development: Proposals for Institutional Bodies.
Sommario/riassunto	This book investigates the dynamics of the management of sustainability in networks and clusters – an area of increasing

importance that is neglected by the many studies addressing sustainability at the single-enterprise level. The focus is in particular on projects involving groups of enterprises with a high level of productive interdependence and steady relations that allow sharing of resources and activities. The book is organized into two parts, the first of which discusses the value of the territory for firm competitiveness, examines the importance of social capital in creating sustainable business behaviors and “unique” networks, and describes principles and tools for the implementation and management of sustainability strategies in networks or clusters. The second part then presents the methodology and outcomes of empirical research conducted on industrial districts and productive centres in Campania, southern Italy, which are representative of Italian productive chains. The book will be of value to all management scholars with an interest in this field, as well as to readers wishing to learn more of the role of local institutions.

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