

1. Record Nr.	UNINA9910483554303321
Autore	Rajagopal <1957->
Titolo	Sustainable Businesses in Developing Economies : Socio-Economic and Governance Perspectives // by Rajagopal
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030516819 3030516814
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (XXIII, 256 p. 13 illus., 1 illus. in color.)
Disciplina	333.790286
Soggetti	Management Production management Marketing Sustainability International business enterprises Operations Management International Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I. The Founding Concepts -- Chapter 1. Sustainability in Business -- Chapter 2. Circular Economy and Production Systems -- Chapter 3. Green Consumerism -- Part II. Functional Dynamics -- Chapter 4. Cleaner Energy Consumption -- Chapter 5. Sustainable Logistics and Inventory Management -- Chapter 6. Public Policies and Sustainable Business Governance -- Chapter 7. Conscious Consumption and Marketing Strategy -- Part III. Moving Towards Shift -- Chapter 8. Eco-Innovation and Technology -- Chapter 9. Social Entrepreneurship and New Business Trends.
Sommario/riassunto	"Rajagopal has put forward an outstanding collection of chapters dealing with a wide range of important sustainable business topics for developing economies. This book presents new models and the necessary political and market strategies needed to make them successful. It will serve as a starting place for those who are new in the field of sustainability management, and an important reference for

more seasoned readers, researchers, and managers." -Kip Becker, Associate Professor Emeritus, Boston University "I have known Rajagopal for several years and he has always amazed me for his research quality and impact. This book arrives in a critical moment discussing different conceptual and experimental sustainable business models. I am convinced that this book will propose a number of applied solutions for our society." -Neil Hernández-Gress, Associate Vice Rector for Research, Tecnológico de Monterrey Trends in cleaner business decisions have resulted in sustainable business models involving society, stakeholders, and consumers. Sustainable choices of companies create competitive differentiations that enable consumers to weigh social values and shift loyalties in the competitive marketplace. This book focuses on sustainability as the pivot of marketing and argues that commitment to sustainability in business not only equips companies to have greater social impact but also inspires an emotional response in consumers that aids companies in growing their image, brands, and socio-political reputations. Exploring topics such as the circular economy, sustainable logistics, eco-innovation, conscious consumption, and social entrepreneurship, the chapters discuss sustainable practices in emerging markets and co-creation between corporations and consumers. This book offers researchers innovative concepts on sustainable business modelling. Rajagopal is Professor of Marketing at EGADE Business School, Tecnológico de Monterrey, Santa Fe Campus, Mexico and Life Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, UK. He is also Visiting Professor at Metropolitan College, Boston University, USA. He has to his credit 63 books on marketing management and rural development themes, and over 400 research contributions that include published research papers in national and international refereed journals.
