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Nota di contenuto	Chapter 1: An Introduction to Responsible Management: A Corporate Social Responsibility (CSR), Green Marketing and Sustainability Management Perspective.-Part One: Corporate Social Responsibility -- Chapter 2: Benefits of Promoting Micro-Level Corporate Social Responsibility for Emerging Economies -- Chapter 3: Assessing the Contributions of CSR Activities to the Educational Sector -- Part Two: Green Marketing -- Chapter 4: Green Entrepreneurship: The Case Study of the Kenyan Climate Innovation Centre -- Chapter 5: SME Green Marketing -- Chapter 6: The Quality of Information of GRI Standards in an Emerging Economy: Evidence from Green Accounting Practices in Argentina -- Chapter 7: Green Human Resource Management and Green Innovation -- Part Three: Sustainability Management -- Chapter 8: Contemporary Issues in Sustainable Operations Management -- Chapter 9: Business Models for Sustainable Development: The Case of a Kenyan Sustainable Enterprise -- Chapter 10: "Waste Not, Want Not": Assessing the Determinants of Food Waste Separation and Reuse in

Ghana -- Chapter 11: A Tri-party Approach Towards Sustainable Plastic Waste Management: A Developing Economy Perspective -- Chapter 12: Towards Sustainable Environment: Does Electricity Crisis Matter for the Effect of Industrialisation and Urbanisation on Carbon Dioxide Emissions? -- Chapter 13: Sustainability in the Dairy Sector in Turkey: A Case Study Approach -- Chapter 14. Sustainable Mining in Emerging Economies: A Case of Reputable Mining Companies in Africa.

Sommario/riassunto

Responsible Management in Emerging Markets: A Multisectoral Focus is in response to the dearth of literature on responsible management in emerging economies. It discusses diverse themes at the intersection of corporate social responsibility (CSR), green business (marketing) and sustainability management, with the view to addressing some begging issues in responsible management. Hinged on the centrality of SDG 12 (responsible production and consumption), this volume focusses on how businesses, nations, and continents across the globe can actualize a sustainable paradigm, now and in the future. It offers fresh theoretical, policy, and managerial insights into the complex processes and relationships that mediate businesses' ability to deliver on their social development promise, through sustainability and green initiatives. This book discusses some forward and backward linkages between the emerging economy context and responsible management. Featuring cognate topics on CSR, green marketing, green fashion and green entrepreneurship, it offers a Sustainable Development Roadmap (SDR) that is applicable for businesses in emerging economies. This volume is a valuable resource for professionals and academics in emerging economies who desire to understand how firms are demonstrating responsible management through green initiatives, corporate social responsibility and sustainable policies and practices. Eric Kwame Aday, PhD, APR is an Assistant Professor of Public Relations at the Drake University School of Journalism and Mass Communication, USA. John Paul Basewe Kosiba is a lecturer in the Department of Marketing at the University of Professional Studies Accra, Ghana. Robert Ebo Hinson, PhD, DPhil. is a Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School. Kojo Kakra Twum is a lecturer in the Department of Business Administration and Economics at the Presbyterian University College in Ghana. Nathaniel Newman is a doctoral student in the Department of Marketing and Entrepreneurship at the University of Ghana Business School. Francis Fonyee Nutsugah, PhD, ACIMG, is a lecturer in the Department of Marketing at the Ho Technical University in Ghana.
