

1. Record Nr.	UNINA9910523773003321
Titolo	Corporate Responsibility, Sustainability and Markets : How Ethical Organisations and Consumers Shape Markets / / edited by Cláudia Simões, Alin Stancu, Georgiana Grigore
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030796600 3030796604
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (266 pages)
Collana	Palgrave Studies in Governance, Leadership and Responsibility, , 2662-1312
Disciplina	658.4083 658.408
Soggetti	Industrial management - Environmental aspects Management Corporate Environmental Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter 1: Perspectives on Corporate Responsibility, Sustainability and Markets -- Part I: Markets and Society -- Chapter 2: Consumers' value systems in the consumption of sustainable groceries: an intercultural study -- Chapter 3: Sustainability and omnichannel strategies in the Italian wine industry -- Chapter 4: A Social Responsibility Map of Spanish Professional Football League Clubs -- Chapter 5: Investigating the Effectiveness of Banks' Non-Financial Reporting in Portugal -- Chapter 6: Taming wolves: The high risk of unethical behavior in the Polish financial sector and possible solution -- Part II: Stakeholders' Role and Sustainability -- Chapter 7: Interconnectedness & vulnerabilities of markets from climate change pressures and organised activism: Lessons from an emerging market -- Chapter 8: Trans-Sustain – Transversal competency management for integrating sustainability in the vocational education of German butchers -- Chapter 9: In search of morphogenetic mechanisms to transform marketing systems from linear to circular structural arrangements -- Chapter 10: 'Fruits of the Same Tree'? A Systematic Review of Corporate

Sommario/riassunto

This book explores the interaction between sustainability, corporate responsibility, consumers, and the market. It aims to discover if consumers are seeking out small, ethical, socially responsible firms to buy from rather than large corporations; if markets and organisations are supported by a new sensitivity to social responsibility and sustainability ideas; if the integration of corporate responsibility strategies and practices change how market sectors are assembled. Bringing together international case studies – including research on the Italian wine industry, German butchers, Spanish football, Polish marketing and the Portuguese financial sector – this book is valuable reading for scholars working on corporate social responsibility, sustainability, and good governance. Cláudia Simões is a Professor of Management (Marketing and Strategy area) and Dean of the School of Economics and Management at the University of Minho in Portugal. Alin Stancu is Professor of Corporate Social Responsibility and Public Relations in the Department of Marketing from The Bucharest University of Economic Studies, Romania. Georgiana Grigore is Associate Professor in Marketing at University of Leicester, School of Business. She is also chair of an annual international conference in 'Social Responsibility, Ethics and Sustainable Business', which she co-founded in 2012. .
