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Nota di contenuto	Chapter 1. Creating a sustainable competitive position through ethical behaviour / Pervez N. Ghauri, Ulf Elg, and Sara Melen Hanell -- Part one: Exploring sustainability and ethics -- Chapter 2. Towards a global sustainability approach: Challenges and opportunities for multinationals / Ulf Elg and Pervez N. Ghauri -- Chapter 3. Corporate fashion and circular economy - how to manage ethical challenges in marketing of b2b textiles / Sonnich Dahl Sonnichsen -- Chapter 4. Global waste crisis and the role of innovations by global corporations / Shasha Zhao, Sarah Ku, and John Dilyard -- Chapter 5. Sustainability as the source of competitive advantage. How sustainable is it? / Veronika Tarnovskaya -- Part two: Swedish firms wrestling with ethical issues -- Chapter 6. Multinationals with a proactive csr approach / Sara Melen Hanell, Daniel Tolstoy, and Veronika Tarnovskaya -- Chapter 7. Ethical leadership in sustainable development: H&m and water management / Daniel Tolstoy, Sara Melen Hanell, and Veronika Tarnovskaya -- Chapter 8. Swedish multinationals and sustainable innovations for transformation: The doughnut model / Saad Ghauri -- Chapter 9. When institutional logics collide: How international firms navigate

sustainability values in global markets / Annette Cerne and Ulf Elg -- Part three: Driving ethics and sustainability around the world -- Chapter 10. Panafrica: Meeting the sdgs through a circular business model / Noemie Dominguez -- Chapter 11. Sustainability and resilience in the extended value chain: The case of stmicroelectronics / Federica Sacco and Giovanna Magnani -- Chapter 12. Does a sustainable orientation affect global consumers' relationships with international online brands? / Todd Drennan, Emilia Rovira Nordman, and Aswo Safari -- Chapter 13. The EU's sustainable finance platform: A new game plan in the quest for competitive advantage / Fredrik N G Andersson and Susanne Arvidsson.

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### Sommario/riassunto

The ebook edition of this title is Open Access and freely available to read online. The importance of ethical practices and a sustainable competitive position is being increasingly emphasised by all types of business and across all industries. The chapters collected in *Creating a Sustainable Competitive Position* discuss how international firms work with sustainable strategies and their relationship with the society and environment while exploring the different opportunities and challenges. While good transparent ethical behaviour improves a company's reputation and thus competitive position, unethical and/or illegitimate behaviour such as environmental exploitation and corruption can damage a firm's global reputation. Several case studies from different markets demonstrate how this sustainable competitive position can be achieved by international firms operating in a global market. *Creating a Sustainable Competitive Position* includes research-based cases highlighting different sustainability challenges as well as theory-based discussions around how firms can manage a multi-stakeholder perspective in relation to performance. The extensive research within this volume of *International Business and Management* makes it an important read for both managers, leaders and researchers in the area of strategy, offering ways to stay ahead of the competition.

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