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Altri autori (Persone)	OgahMarvel
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Nota di contenuto	Opportunities, challenges, and uncertainties: the African Business Environment – Dr. Franklin Ngwu and Dr. Okey Nwuke Opportunities, challenges, and risks: The South African Business Environment – Dr. Kingsley Amaechi -- 2.The sustainability challenge: Developing strategic advantage – Dr. Nkem Iheanachor -- Section Two: The Customer as a Key Stakeholder -- 1.Enhancing marketing practices: a responsible product for an engaged consumer – Dr. Vanessa Bural -- 2. Responsible advertising – Dr. Ngozi Okpara Responsible Pricing – Prof. Loius Nzegwu -- Section Three: Growing Shareholder Value Responsible.-1. Responsible financial accounting strategies – Dr. Fatai Atanda -- Section Four: Employees as Key stakeholder -- 1 Understanding Human Behaviour (Career Planning and Growth) – Dr.

Tunde Ekpe -- 2. Ethical Leadership and Building a Responsible Management Culture – Mrs. Rose Ogbechie -- Section Five: Environmental and Social Strategies -- 1. Waste management issues for today's African businesses (Circular Economy) – Dr. Marvel Ogah -- 2. Enhancing corporate social responsibilities – Dr. Silk Ogbu -- Section Six: Operations and Supply Chain Management -- 1. Enhancing responsible logistics and supply chain effectiveness: Navigating current challenges – Dr. Marvel Ogah. -Section Seven: Governance Strategies -- 1. Running Effective Boards and Key Governance Challenges – Prof. Chris Ogbechie -- Section Eight: Sustainability: Putting it all together -- 1 Concluding Chapter ( Summary).

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### Sommario/riassunto

This book provides a transnational African perspective on business management concerns and business ethics by examining the concepts of responsible business practices and sustainability across sub-Saharan Africa. Covering topics ranging from ethical advertisement to responsible pricing to waste management for sustainable business, it highlights the importance of consciously and deliberately inculcating responsible practices in the creation and operation of business activities within a corporate context to achieve sustainability in African markets. The book employs a case-by-case method for treating issues in responsible business practice and sustainability, with contributions illustrating responsible and irresponsible business practices across various areas of business management. Relevant to the UN Sustainable Development Goals, it will be of great importance to academics and students of responsible business, sustainability, business ethics and African business more broadly. It will also be a helpful guide for professionals and business owners to understand some salient issues in navigating sustainable business practices in Africa. Rose Ogbechie is a Senior Lecturer at the Lagos Business School, Pan-Atlantic University, Nigeria, where she has been teaching in Business Ethics, Sustainability, and Leadership for fifteen years. Prior to this she worked for two decades as an executive in business. Her research focuses on business ethics, sustainability, and women's leadership. She is a board member of various academic and professional organisations and runs an NGO which aims to equip women and young girls with life-changing skills to help get them out of poverty. Marvel Ogah is a Senior Lecturer at Lagos Business School, Pan-Atlantic University, Nigeria, where he leads sessions in Operations and Supply Chain Management. His research interests include lean supply chain and behavioural operations. Before moving to academia, he had worked as an executive in various operational roles spanning over two decades. He recently co-authored a book titled Work-Life Integration in Africa: A Multidimensional Approach to Achieve Balance (Palgrave 2021).

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