

1. Record Nr.	UNINA9910807069103321
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Titolo	Companies and environmental impact : identification and visualization of key ecological indicators // Martin Knura
Pubbl/distr/stampa	Hamburg : , : Diplomica Verlag, , 2014
ISBN	3-8428-2989-2
Descrizione fisica	1 online resource (128 p.)
Disciplina	363.7
Soggetti	Industrial management - Environmental aspects Sustainable development Environmental policy Industries - Social aspects Pollution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Companies and Environmental Impact; Table of Contents; List of abbreviations; Register of Illustrations; 1. Introduction; 2. Ecology and Sustainability - How does this relate?; 2.1 What is sustainability?; 2.2 Placement of ecology; 2.3 Functions of nature; 2.4 Health of nature; 3. Key Ecological Indicators; 3.1 What are KEIs?; 3.2 Requirements for KEIs; 3.3 Classification of KEIs; 3.4 Positioning and usage of KEIs; 3.5 Determination of KEIs; 4. Building a KEI Framework for Business-Processes; 4.1 Introducing the Case study; 4.2 Defining properties of the KEI Framework 4.3 Selection of processes-based KEIs 4.4 Architecture; 5. Conclusion; 6. Outlook; 7. References
Sommario/riassunto	Since scientists have recognised the greenhouse effect that is associated with the global warming, environmental friendly behaviour has become more important, and it is increasingly expected from companies to become more ecofriendly. This study deals with the so-called 'Greenwashing', a marketing strategy that is discussed by the author. The author examines the company's motivations to become 'greener', and the relevance of IT-based environmental performance measurement to corporations. The main purpose of this study is to

identify and visualize Key Ecological Indicators. Thus, the contributio

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