

1. Record Nr.	UNINA9911020428003321
Autore	Tavanti Marco
Titolo	Sustainability in Business Management, Volume 2 : A Machine-Generated Summary Covering Innovation, Impact, and Future Trends // by Marco Tavanti
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
ISBN	3-031-93467-9
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (495 pages)
Collana	Business and Management Series
Disciplina	658.4083
Soggetti	Industrial management - Environmental aspects Management Strategic planning Leadership Technological innovations Corporate Environmental Management Business Strategy and Leadership Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Volume 2 Introduction -- Part I: Sustainability in Business Functions -- Chapter 1: Sustainable Human Resource Management -- Chapter 2: Green & Social Marketing Strategies -- Chapter 3. Financial Management for Sustainability -- Chapter 4. Sustainable Sales Techniques -- Chapter 5. Technology and Innovation for Sustainable Business -- Part II: Innovative and Specialized Practices -- Chapter 6. Sustainable Urban Solutions -- Chapter 7. Innovations in Green Technology -- Chapter 8. Social and Eco-Entrepreneurship -- Chapter 9. Community & Impact Investing -- Chapter 10. Integration of Diversity, Equity, and Inclusion (DEI) -- Part III: Addressing Challenges and Future Trends -- Chapter 11. Climate Change and Risk Management -- Chapter 12. Resilient Global Supply Chains -- Chapter 13. Sustainable & Green Finance -- Chapter 14. Corporate Accountability & Sustainability Standards -- Chapter 15. Digital

Sommario/riassunto

Building on the strategic foundations established in Volume 1, this volume moves into applied sustainability practices and innovations across business functions, including Human Resources, Marketing, Finance, and Technology. It examines key developments such as AI-driven sustainability solutions, blockchain for ethical supply chains, green finance mechanisms, and impact investing. Additionally, the book highlights emerging business models that prioritize sustainability, such as eco-entrepreneurship, smart urban solutions, and digital transformation for sustainability. Structured into three key sections—Sustainability in Business Functions, Innovative and Specialized Practices, and Addressing Challenges and Future Trends—this volume explores how businesses can harness sustainability as a driver of economic opportunity and competitive advantage. Topics such as climate risk management, corporate accountability, resilient supply chains, and sustainability-linked financial instruments are analyzed through AI-synthesized research and expert insights. Combining both theoretical underpinnings and practical applications, this work generated with the help of AI will serve as a primer to understanding sustainability's role in shaping global business strategies. Marco Tavanti is a Professor of Leadership and Sustainability at the University of San Francisco's Masagung Graduate School of Management. He directs the MIM program for Sustainable Business Management and leads the Sustainability in Management Education (SiME) Impact Area. With over 30 years of international sustainable development experience, he has contributed to the UN-PRME initiative and published over 100 works on sustainability and value leadership. He serves on the editorial board of the Journal of Management for Global Sustainability. Recently published books include *Sustainability Beyond 2030: Trajectories and Priorities for Our Sustainable Future* (2025), *Sustainability Leadership: Theories, Paradigms, and Practices for Emerging Value-Leaders* (2024), *Sustainability Ethics: Common Good Values for a Better World*, and *Developing Sustainability in Organizations: A Values-Based Approach*.