



# Managing Sustainability

**Perspectives From Retailing and Services**

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## **WEITERE INFORMATIONEN UND BESTELLUNG**

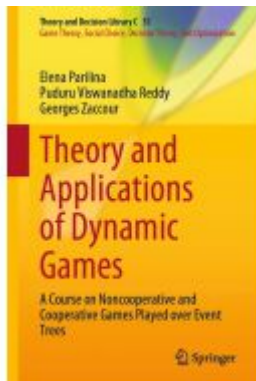
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## Details

Companies and policy makers are prioritizing environmental, social, and governance goals as part of their strategies. Academic research has started to focus on these issues, but many important matters require deeper investigation and reflection, especially in specific sectors. This book focuses on the sustainability issues within the retailing and services sectors. Starting the discussion around research-knowledge on CSR, the authors discuss the strategic aspects of managing sustainability in retailing and service companies and offer recommendations to effectively manage the marketing levers for sustainability.

Readers will benefit from an in-depth analysis of the social responsibility practices of major retailers and their strategies. The authors also take an inside view of CSR by studying the angles of employee perception and job satisfaction, financial performance, and the more recent impact of COVID-19. Using this approach, they highlight the system of relationships existing between stakeholder-related concepts and organizational factors and how they affect sustainability strategy.

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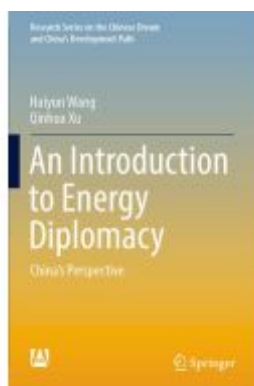
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