



Core Values and Decision-Making for Sustainable Business

An International Perspective

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Details

This open access volume discusses the core values and decision-making for sustainable business in general, and includes research findings and country cases on addressing challenges. It emphasizes the importance of adapting products or services to local needs, considering cultural differences and sustainability. Some of the chapters address questions related to improving sustainability in micro, small and medium-sized enterprises (MSMEs), and cover circular economy and responsible consumption. Others look at the normative framework conditions for business development; sustainability in supply chains; the involvement of stakeholders and their influence on market presence; entrepreneurial decision-making for sustainability; and approaches to teaching international and sustainability-oriented entrepreneurship. The volume sheds light on the pivotal role MSMEs play in shaping a sustainable future and is written for researchers, practitioners, and students working on related topics.