Handbook of Sustainable Development (Ed.) Radha R Sharma

Reviewed by Subhash Sharma*

Handbook of Sustainable Development, edited by Prof. Radha R. Sharma, is a collection of 11 research articles by eminent academicians and practitioners in the field of sustainable development. The idea of sustainable development has gained currency after the creation of the Brundtland Commission by United Nations in 1983. Sustainable development focuses on saving human environment and natural resources and promotes economic and social development. United Nation's Sustainable Development Goals (SDGs) provide a framework to find novel solutions through responsible business and management.

Chapter 1 (A Manager's Role in Triple Bottom Line: Global Compact and Responsible Value Creation) by Steven D. Olson deals in the new managerial and leadership competencies needed in the context of the triple bottom line concept of Profit, People and Planet. Managers and leaders are required to create sustainable economic, social, and environment values as their moral responsibility. "Managers should fulfil their responsibility not only as economic imperative but also as an ethical imperative. Ethics and economics speak in one voice."

Chapter 2 (Designing and Developing Sustainable Organizations) by Divya Bhutiani, Padmakumar Nair, Aard Groen, and Gregory Dress provides a framework for creating and developing sustainable organizations based on multiple stakeholder's perspectives. This framework is based on 6 Es, viz., Expectancy, Ecosystem, Essential materials, Ethics, Economics, and Energy. The authors also suggest

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developing sustainable mind-set for all members of an organization including the top management.

Chapter 3 (Generating Knowledge for Sustainable Development: The Case Against Corporate Objective Function) by Brent D. Beal argues for stakeholders' value maximization. The author further suggests that profit maximization as corporate objective function is incompatible with sustainable development. Hence, the purpose of a corporate should be to create economic value and not merely to focus on profit.

Chapter 4 (Corporate Citizenship for Responsible Management) by Christian R Loza Adaui and Girorgiao Mian provides a strategic approach to corporate citizenship for responsible management. The essence of corporate citizenship is to define the relationship between business and society. The authors also provide two examples of corporate citizenship to create responsible, sustainable, and humanistic organizations. Examples include corporate citizenship at Massi Agricola and CMS Group.

Chapter 5 (Corporate Impacts: Focused on Co-creating Value with Multiple Stakeholders, Simultaneously) by Jennifer J Griffin provides a new conversation about the importance and multiplicity of corporate impacts and their implications for value creation with multiple stakeholders simultaneously. The author identifies direct and indirect impacts, for example, financial and risk-based.

Chapter 6 (Managing Cultural Diversity) by Chantal van Esch and Diana Bilimoria focuses on managing diversity responsibly. It promotes mind-set and policies of inclusion that managers and

leaders can institute locally to impact globally. In today's context, managing diversity has become a business imperative. The authors also provide a short case study of managing diversity responsibly.

Chapter 7 (Entrepreneurship for Sustainability: Role of Entrepreneurial Bricolage, Design Thing and Creative Self Efficacy) by Parag Rastogi and Radha R Sharma presents a novel approach involving design thinking to develop environmentally sustainable solutions in infrastructure industry. This approach integrates bricolage, design thinking and creative self-efficacy. This integration is necessary for addressing relevant economic and social issues for creating sustainable organizations.

Chapter 8 (Walking a Tightrope Between Business and Sustainable Development: A Social Enterprise Marketing Perspective) by Chinmoy Bnadhopadhyay and Subhasish Ray argues that combining sustainability and business-related aspects poses unique challenges for social enterprises. Marketing provides an approach to meet these challenges. The authors also present a model to meet such challenges faced by social enterprises.

Chapter 9 (Developing Positive Synergy) by Daniela Ortiz argues for developing positive synergy in teams and organizations. For this, we need to ask, "What can be done to make most out of the people who constitute an organization?" This implies improving trust in organizations by raising quality of interpersonal interactions. This implies fostering humility, benevolence, openness and respect for each other.

Chapter 10 (CSR Reporting: Prevailing Practices in Businesses) by Kulapan Chantarasap suggests that CSR reporting by private companies during the last two decades was limited in scope and was largely voluntary in nature. GRI is one of the international not-for-profit organization that is working towards developing comprehensive reporting framework acceptable at the global level and can be used for disclosing CSR information to the public.

Chapter 11 (Organizational Transformation for Sustainability) by Jyoti Buchani argues that there has been a shift from the industrial era to the information/knowledge era. Modern organizations are still largely defined by requirements of the industrial era. Accordingly, organizations were structured as hierarchies. However, transition to the information era requires transformation of organizational design, which can be achieved by focussing on Purpose-Process-People.

This book is an excellent collection of articles written by well-known academicians and practitioners. The book has been endorsed by Global PRME Head and eminent academics and practitioners. Foreword by R. Edward Freeman, the pioneer of stakeholder theory, highlights the essence of the book. B-Schools across the globe have introduced courses on Sustainable Development and Responsible Management. This book will be very useful for students, faculty and researchers interested in the emerging area of sustainable development.

Editorial Policy, Publication Ethics and Archiving Policy

Editorial Policy

The journal has a peer review system for reviewing each research paper for its quality and originality. Each research paper is assessed for its relevance, methodology language and presentation standards. This has been possible as a large number of recognized professors with long experience in research from both Indian and foreign universities have offered to be in the list of journal's reviewers.

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