

Business in the 21st Century

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Business in the 21st Century: A Sustainable Approach

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Preface

This book focuses on how to achieve sustainable organizations in complex business environments characterized by ongoing crises such as the COVID-19 pandemic, political conflicts, market volatility, and global warming, taking as its framework the United Nations' Sustainable Development Goals (SDGs). Against this backdrop, each chapter offers contributions from different areas in the field of business and management, such as managing talent, finance, marketing, innovation, organizational behavior, environmental issues, and corporate social responsibility. Based on the work of scholars with expertise in a wide variety of disciplines, our contribution aims to provide a framework for other researchers, practitioners, managers, CEOs, and companies to address (and thereby survive) current challenges and to equip themselves to deal effectively with the aftermath of crises. This book examines a range of topics whose common thread is how to help companies generate value for society, stakeholders, and shareholders.

Incorporating SDGs entails viewing every aspect of business strategy through the lens of global goals. Attaining these development goals is vital for the prosperity and well-being of people, societies, and enterprises and is expected to lead to 380 million new jobs being created by 2030 (United Nations, 2020). Company managers need to ensure that these new jobs are sustainable and paying a living wage, not only in their firms' immediate operations but throughout their supply chains and distribution networks, helping investors to appreciate the value that sustainable business can create.

In the face of these evolving challenges, organizations must shoulder a huge responsibility. Although some personnel are aware of the importance of their company's commitment to SDGs, many of these firms are not adapting their business practices – often because CEOs and other management leaders have encountered difficulties in aligning their business strategies with the SDGs and in adequately integrating the measures they take into sustainability reports. We sincerely hope that this book can contribute to making this task easier. Each chapter features advice, examples of best practice, theoretical perspectives, and background context that can help companies determine how they can implement SDGs in a more effective and timely way. We hope readers will find the information that our team of experts provides in the following pages to be both pertinent and practical.

Prof. Dr. Claudia Berrones-Flemmig
Prof. Dr. Françoise Contreras and
Prof. Dr. Utz Dornberger

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