



A 'GREEN' STRATEGY FOR TRIPLE BOTTOM LINE CORPORATE SUSTAINABILITY: A CASE STUDY OF A MAJOR MANUFACTURER IN THE UAE

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Abstract




ABSTRACT A 'GREEN' STRATEGY FOR TRIPLE BOTTOM LINE CORPORATE SUSTAINABILITY: A CASE STUDY OF A MAJOR MANUFACTURER IN THE UAE By Abdelmoniem Saeed This thesis research study is of a major manufacturing corporate located in UAE that has been suffering from a business dilemma represented by a dramatic financial decline and a significant deterioration in social and environmental business-related elements. The fundamental cause for this serious business failure is the absence of a corporate sustainability strategy as occurs in numerous examples in developing countries. Based on this thesis' aim, objectives, hypotheses and questions, the action research (AR) study has adopted a mixed methods research strategy as the most appropriate method for this case study. It incorporates both a quantitative and a qualitative research type in sequential order through a questionnaire survey of change agent employees followed by semi-structured interviews with senior managers of the firm under scrutiny. The research study's findings prove the study's hypotheses and answer the research questions. This AR study has contributed to the body of knowledge through actionable knowledge presented in developed a 'green' strategy for the adoption of triple bottom line corporate sustainability (TBLCS) that should guarantee incorporate economic prosperity, social responsibility and environmental stewardship, and meet stakeholders' ever growing demands and interest in 'green' business. The developed green strategy has five drivers: green transformational leadership (GTL), green organisational culture, employees' engagement, learning organisation, and dedicated corporate social responsibility (CSR). The actionable knowledge has further demonstrated a feasible and practical mechanism for adopting and executing a TBLCS strategy through the proposed business 'green' model and a dedicated actionable roadmap that should guarantee the corporate a successful strategic transformational shift to a sustainable green business. Keywords: Corporate sustainability, triple bottom line, green transformational leadership, green

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Triple bottom line (TBL) and sustainability are two related constructs that are used interchangeably in the literature. A comprehensive review of the relevant literature was conducted and revealed an inconsistent use of the term sustainability. On the other hand, consistency in terms of referring to the three lines simultaneously is built into the structure of TBL as the construct is explicitly based on the integration of the social, environmental, and economic lines. The purpose of this paper is not to support an argument that favors the use of one term over the other, but to provide an overview of a 'green' strategy for triple bottom line corporate sustainability : a case study of a major manufacturer in the UAE. Human Aspect as a Critical Factor for Organization Sustainability in the Tourism Industry. Mehmet Ulus, Burcin Hatipoglu 2016. 11. 15 Citations. Fields of Study. Fields of Study. This "triple bottom line" definition redefines sustainability, makes it a more important issue for business, and also makes it easier for everyone to support it. So what is the full meaning of sustainability, and how does the built environment figure into it? The triple bottom line may be a new term, but the concept has been around for a long time. Instead of a financial bottom line measured in profit, ROI, etc., businesses could also measure their impact on a wider scale: the broader economy, the environment, and the society in which they operate. Businesses, after all, use economic resources (e.g. investment capital, credit) environmental resources (energy, water, raw materials), and social resources (labor, goodwill). The expression 'triple-bottom line' is often used in the business world to convey this notion of a three-way trade-off. The concept also underpins government strategies on sustainable distribution, such as that of the UK government (DETR, 1999a). In practice, however, many of the measures that reduce the environmental impact of logistics, the so-called 'green-gold' measures, also save money, avoiding the need to trade off economic costs against environmental benefits. Triple Bottom Line (TBL) approach is a proactive step in providing increased transparency and a broader framework for decision making. In this paper, we have considered listed companies of Bombay Stock Exchange (BSE) comprising BSE 500 index as our population. The study evaluated the combined corporate triple bottom line disclosure score value of the sample companies based on performance with respect to 3 primary indicators - environment, social and economic. The maximum score of corporate triple bottom line disclosure is high enough i.e. 77.3% and the minimum score of corporate triple bottom line disclosure is very low i.e. 22.6%.