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Müge Klein (Eds.)

Sustainability in Business Management

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Preface

Companies are increasingly considering the importance of sustainability in its environmental, economic, and social dimensions. To maintain an environmentally, economically, and socially sustainable world for future generations, companies need to integrate these concepts into their business strategies. Being aware of this issue, Turkish- German University (TGU) held on 18 November 2022 a conference entitled “3rd Annual Business Administration Conference (ABAC) on Sustainability in Business Management in cooperation with Hochschule Bielefeld - University of Applied Sciences and Arts in Istanbul. The conference provided a platform where academics and practitioners discussed current issues related to Sustainability in Business Management and strategies to address these issues. The academic papers presented at the conference constitute the chapters of this book.

Sustainability is an important issue that has been addressed not only by manufacturers but increasingly by consumers over the past decade. One of the most important indicators of individuals’ sustainable consumption is their intention to purchase sustainable products. In their theoretical study titled “The Determinants of Purchase Intention for Environmentally Sustainable Apparel: An Extended Theory of Planned Behaviour Model, which constitutes the first chapter of this book, Ela Sibel Bayrak Meydanoğlu, Margareta Teodorescu, M. Murat Cerit, and Hilmi Berkay Abbasoğlu analyze those factors that influence consumer purchase intentions for environmentally sustainable products in the apparel industry, which is one of the most polluting industries in the manufacturing sector.

As in many other industries, sustainability is becoming increasingly important in tourism. Travel agencies, hotels, and tour providers try to differentiate themselves through eco-travel offerings. However, the most effective way to communicate the benefits of sustainable tourism remains unknown. This largely depends on the values and motivations of consumers. In their chapter titled “How to Communicate Sustainability in Tourism: Examining Value-Based Drivers for Advertising Effectiveness”, Eliza Starke, Manuel Stegemann, Janine Julia Linde, and Manfred Krafft examine, how a consumer’s personal values, including egocentric, altruistic, and biospheric orientations, can influence their decision to consume sustainably. They used the Value Belief Norm Theory as a basis for their investigation.

The fashion industry is a major contributor to climate change. In the third chapter titled “The Italian Fashion Industry and its Quest for The Green Transition“, Alessandra Vecchi and Mariachiara Colucci examine the end-of-life cycle practices implemented by “born” Italian fashion companies. In doing so, the authors focused on upcycling and remanufacturing, which have

been neglected in the literature and whose widespread implementation is considered likely to reduce the overall carbon footprint of the industry.

The fashion industry has also undergone rapid change in recent years. Corporate sustainability has become a major concern, especially in the context of the unprecedented challenges posed by the pandemic. The fashion and textile industry has been widely criticized for its harmful impact on the environment. To prevent the industry's negative impact on nature, the proliferation of digitization technologies has helped companies in the fashion industry sustainably rethink their business models. In their chapter titled "The Impact of Digitalization on The Fashion Industry in the Context of Sustainability", Cansel Arda, Merve Ahter Dede, Selin Karaca Varinlioğlu, Sevgin Batuk Ünlü, Müge Klein and Dilek Zamantılı Nayır evaluate the impact of digitization in the fashion industry in the context of sustainability. For this purpose, a literature review was conducted to find out how digital transformation can contribute to sustainability in the fashion industry.

Customers in general and financial investors have a steadily growing interest in sustainable (financial) products and sustainability transparency across the entire supply chain. However, such transparency including product-specific traceability across the entire supply chain with an aggregated assessment as a basis for a purchasing decision is not yet available. From the specific financial perspective, portfolio-level traceability is useful as an aggregation of integrated companies and their aggregated product-specific information based on verified valuations. The Financial Sustainability Value (FSV) model presented in the chapter titled "Sustainability Transparency of Supply Chains for Financial Products" by Andreas Uphaus and Michaela Hoke demonstrates a consistent, detailed, and transparent way of trustworthy sustainability assessment of products in general and financial products at each point of a supply chain using a specific product-level metrics system.

The demand for sustainable products is expressed, among other things, in consumer attitudes, societal expectations, and a variety of legally standardized or voluntary regulations for sustainability measurement and reporting. Determining product sustainability throughout the supply chain requires accounting procedures through the collection of quantitative and qualitative data across multiple stages of product creation and throughout the product life cycle. Sustainability is measured in this process using key performance indicators (KPIs) that encompass all dimensions of sustainability. In their studies, which constitute the chapter entitled "Opportunities and Limitations of Product-Oriented Sustainability Measurement", Michaela Hoke and Andreas Uphaus examine, which concepts and standards are used to select the individual KPIs and shed light on the industry- or product-related risks that must be considered when selecting the KPIs to be able to make statements about the sustainability of a supply chain.

Financial sustainability is the ability to meet current and future financial and service obligations while continuing and sustaining current policies without runaway debt. The degree of foreign dependence is one of the most important determinants of a country's financial stability. Turkey is a foreign-dependent country, especially in the energy sector. This foreign dependence on the energy sector leads to an increase in the current account deficit and harms business sustainability. The use of renewable energy sources in power generation is one way to reduce dependence on imported energy. In the chapter titled "The Significance of Renewable Energy for Financial Sustainability: A Time Series Analysis" written by Mehmet Hakan Özdemir, Tolga Tuzcuoğlu, and Erençan Yavrucu, generation forecasts are presented, which were prepared using various time series models using Turkish electricity generation data for the years 1985 to 2021.

Education enables upward mobility and contributes to productivity growth. The United Nations emphasizes the key role of education in sustainable development (Goal 4). Against the backdrop of aging societies, rising old-age dependency ratios, and, not least, the digital transformation, the education policies of member countries aim at equal opportunities, (cultural) diversity, and, ultimately, social sustainability. A growing number of studies address the potential benefits of such policies for historically underrepresented groups. Adding to this literature, Vivian Carstensen in her study, which is presented in the chapter "Education for Social Sustainability in Germany: Specialized Vocational State Schools Promote Cultural Diversity", examines the suitability of a well-established educational institution in the German public school system that supports nontraditional learners.

In practice, this institution issues one-third of all university entrance credentials. Not least from the perspective of potential employers, their study focuses on the ability of such state vocational schools (SVSS) to broaden participation in higher education.

Recent ranking studies have shown that today's generation of graduates ranks sustainability and values much higher than the generations before them. If true, this would give sustainable organizations an important advantage in the battle for talent. In their study which constitutes the chapter titled "Are Sustainable Organizations More Attractive for University Graduates? Results from a Choice-Based Conjoint Experiment", Gerrit Hirschfeld and Freya Köhler conduct a comparison between the relative importance of organizational sustainability with more traditional incentives like salary, job security, and training opportunities. For this purpose, an online conjoint experiment was conducted with a total of 109 university graduates and soon-to-be-graduates.

In the area of business information systems and digital transformation, sustainability can be divided into two different aspects: The intrinsic and the extrinsic view. The intrinsic view refers to sustainability in the development and maintenance of the information systems themselves, while the extrinsic refers to the sustainability of the operation of an operational information

system and the sustainability of business processes using information systems such as online collaboration tools, etc. In his chapter titled, “Sustainability of Business Information Systems- An Intrinsic and Extrinsic View”, Alexander Förster provides an overview of how various methods, technologies, and processes related to digital technology can contribute to or detract from the overall sustainability of a company and its IT, considering both aspects of sustainability.

Nowadays, “sustainable human resource management” is evident both in research and in daily practice. Most researchers and practitioners endorse the idea that economic, environmental, and social goals are aligned. This “triple bottom line model,” argues Dorothee Wilm in her chapter with the title “Sustainable HRM – A Question of Choice?” fits well with the new concepts of work and the agility ideal. Therefore, the stakes are high considering the positions of those who argue that this win-win-win idea is nothing, but a fallacy and that management must decide whether to stick to the economic efficiency rationale or abandon it in favor of the sustainability premise. In her Study, Dorothee Wilm follows this argument critically and takes a closer look at the implicit moment of choice.

The enforceability of international law is a key challenge of global issues. Such treaties make sense when there is also adequate leverage to enforce them. Firstly, Prof. Dr. Axel Benning, Abdulmuttalip Erduran, Tuba Meral, and Kaan Altun, examine in their study, titled “The Enforceability of International Law”, which constitutes the last chapter of this book, the legal force of an international treaty in some European countries and other countries around the world. On the other hand, they examine the European law system which is also an international treaty, and contrast it with the research.

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