

# Corporate Sustainability and Green Cities

Compulsory and Recommended Readings

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## **Lecture 1: Introduction to Corporate Sustainability & Green Cities**

### *Compulsory reading:*

Dyllick, T., & Muff, K. (2015). Clarifying the meaning of sustainable business introducing a typology from business-as-usual to true business sustainability. *Organization & Environment*, 1086026615575176.

Macomber, J. D. (2013). Building sustainable cities. *Harvard business review*, 91(7), 40-50.

### *Recommended reading:*

Dyllick, T., & Hockerts, K. (2002). Beyond the business case for corporate sustainability. *Business strategy and the environment*, 11(2), 130-141. Whiteman, G., Walker, B., & Perego, P. (2013). Planetary boundaries: Ecological foundations for corporate sustainability. *Journal of Management Studies*, 50(2), 307-336.

## **Lecture 2: Strategies for Sustainability**

### *Compulsory reading:*

Hart, S., and Milstein, M. (2003). Creating sustainable value. *Academy of Management Executive*, 17(2): 56–67.

Whiteman, G.M., Vos, Rene, Chapin, F.S., Yli-Pelkonen, V., Niemelä, J. & Forbes, B. (2011). Business strategies and the transition to low-carbon cities. *Business Strategy and the Environment*, 20(4), 251-265.

### *Recommended reading:*

Anderson, R. (2009). *Confessions of a radical industrialist – How Interface proved that you can build a successful business without destroying the planet*. New York: St. Martin's Press.

Bansal, P., & Roth, K. (2000). Why companies go green: a model of ecological responsiveness. *Academy of Management Journal*, 43(4), 717-736.

Porter, M. E., & Kramer, M. R. (2011). The big idea: Creating shared value. *Harvard Business Review*, 89(1), 2.

### **Lecture 3: Doing Business for Green Cities**

#### *Compulsory reading:*

Dees G. (1998). The meaning of social entrepreneurship. Kauffman Center for Entrepreneurial Leadership

Murray, A., Skene, K., & Haynes, K. (2015). The Circular Economy: An Interdisciplinary Exploration of the Concept and Application in a Global Context. *Journal of Business Ethics*, 1- 12.

#### *Recommended reading:*

Akemu, O., Whiteman, G., & Kennedy, S. (2016). Social enterprise emergence by distributed agency. *Journal of Management Studies*.

Ellen McArthur Foundation (2014). Towards the Circular Economy 3. Available at: <http://www.ellenmacarthurfoundation.org/business/reports>

Lacy, P., & Rutqvist, J. (2015). *Waste to Wealth: The Circular Economy Advantage*. Palgrave Macmillan.

### **Lecture 4: Innovation for Sustainability**

#### *Compulsory reading:*

Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production*, 65, 42-56.

Nidumolu, R., Prahalad, C., and Rangaswami, M. (2009). Why sustainability is now the key driver of innovation. *Harvard Business Review*, September 2009: 57-64

#### *Recommended reading:*

Adams, R., Jeanrenaud, S., Bessant, J., Denyer, D., & Overy, P. (2015). Sustainability-oriented innovation: a systematic review. *International Journal of Management Reviews*. 18 (2): 180-205.

Boons, F., & Lüdeke-Freund, F. (2013). Business models for sustainable innovation: state-of-the-art and steps towards a research agenda. *Journal of Cleaner Production*, 45, 9-19.

Osterwalder, A., and Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

## Lecture 5: Future Directions

### *Compulsory reading:*

Perego, P., Kennedy, S., & Whiteman, G. (2016). A lot of icing but little cake? Taking integrated reporting forward. *Journal of Cleaner Production*.

Shrivastava, P., & Kennelly, J. J. (2013). Sustainability and place-based enterprise. *Organization & Environment*, 26(1): 83-101.

### *Recommended reading:*

Gladwin, T. N., Kennelly, J. J., & Krause, T. S. (1995). Shifting paradigms for sustainable development: Implications for management theory and research. *Academy of management Review*, 20(4), 874-907.

Chen, X., & Kelly, T. F. (2015). B-Corps—A Growing Form of Social Enterprise Tracing Their Progress and Assessing Their Performance. *Journal of Leadership & Organizational Studies*, 22(1), 102-114.



## ABOUT THE INSTITUTE

Rotterdam School of Management is one of Europe's leading and largest business schools among the 1% of schools worldwide with Triple Crown accreditation. The school is a world leader in research and teaching on sustainability ranking 3rd in Europe and 19th globally according to The Aspen Institute's Beyond Grey Pinstripes Report.

Project participation is from the Centre for Corporate Eco-Transformation which broadly aims to reach a clearer understanding of the management challenges of corporate sustainability. The Centre conducts high-level research and education on management issues related to sustainability and provides accessible and up-to-date information on cutting-edge research, ideas and works published on the subject of corporate eco-transformation.

Learn more about RSM: <http://www.rsm.nl/>.

## **ABOUT SUSTAIN PROJECT**

The SUSTAIN project aims to improve the quality of tertiary education in Sustainable Urban Development in Europe and partner universities in Asia; develop standardized education modules related to SUD and furthermore enriching them with international perspectives and academic and vocational skills and competencies; promote collaboration and international cooperation between European and Asian Higher Education Institutions in SUD but also collaboration and sharing between Erasmus Mundus programmes; establish links and bridge European Higher Education and practice in SUD; increase the visibility and access to European Higher Education in Asia in the field of SUD, attracting prospective Asian and international students.

The SUSTAIN project is co-ordinated by the Institute for Housing and Urban Development Studies (IHS) with the Dutch Research Institute for Transitions, the Netherlands, the Rotterdam School of Management, the Netherlands, Darmstadt University of Technology, Germany; National Technical University of Athens, Greece; European Academy of Bolzano, Italy; Ca' Foscari University of Venice, Italy; Gadjah Mada University, Indonesia; Centre for Environmental Planning and Technology, India; Beijing University of Civil Engineering and Architecture, China; and International Council for Local Environmental Initiatives, Germany.

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