
Editorial

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Biographical notes: John E. Spillan serves as a Professor of Business Administration at the University of North Carolina at Pembroke (UNCP). His research interests centre on crisis management, international marketing, entrepreneurship and international business with specific interest in Latin America and Eastern Europe. His articles have appeared in the *International Journal of Marketing and Marketing Research*, *Journal of Business in Developing Nations*, *Southern Business Review*, *Journal of East West Business*, *European Management Journal*, *Journal of Teaching in International Business*, *Journal of Small Business Strategy*, *International Small Business Journal*, *Journal of Crisis and Contingency Management*, *Journal of Small Business Management*, *Journal of Marketing Theory and Practice*, *Journal of Asia-Pacific*, *Journal of Global Marketing*, *Journal of World Business*, *The CASE Journal*, *Journal of International Business and Economics*, *International Journal of Management Development* among others.

Welcome to the second issue of volume three of *IJSSM*. This issue has some unique papers that broaden the scope of sustainability and provide insight into areas that sometimes are not investigated by everyday contributors. This issue advances and deepens our knowledge base about sustainability. It gives scholars and practicing managers new perspectives and new ideas that can assist them in meeting every day sustainability challenges.

The first paper focuses on a popular topic of green management in the hotel industry. The hospitality industry is a constantly active collection of businesses that are always trying to attract customers in a variety of different ways. This paper studies how environmentally friendly practices from the customer perspective. It specifically looks at the green management practices in purchase decision for hotel stays. The results of this research indicate that green management practices are important to a great many hotel customers. Such information is important for assisting in the practice of purchasing and decision making in the hotel industry.

The second article looks at the energy or power sector and foreign direct investment (FDI) in India. The issues of power and energy are extremely important in a country where the growth in population and business development are ever increasing every day. Sustainability of this sector of the economy requires thoughtful innovations and proper reforms of the regulatory infrastructure to enhance the development and investment in Indian power. This paper reviews the extant literature on this topic and studies the determinants of FDI in the Indian power section. The paper outlines the key policy areas that need to be addressed in-order to attract additional FDI to not only increase the power structure but also develop revenues to benefit from the capital inflows.

The third paper examines the historical and ongoing sustainable activities that one nation has developed after 65 years of stagnant management of its environment and management infrastructure. It has emerged a very energetic, progressive country with ambitious policy reforms in just about every area of government. Its entry into the European Union (EU) has accelerated its reform activities and has provided the platform for Poland's enormous change. This paper is a case study on how time consuming, complex and involved it is to change and develop progressive and responsive national sustainability policy. While Poland has made incredible progress in economic reforms, it now faces the challenge of managing these new reforms in-order to sustain its environmental and social stability.

The fourth manuscript covers a very specific area of sustainability relating to corporate carbon management. The paper discusses the issues of supply chain optimisation, product-related improvement and compensation activities. The authors focus on important questions related to the issues related to competitiveness and carbon management. Is there a relationship? The article introduces relevant literature from the industrial organisation (IO) arena to create a conceptual framework that underpins the development of carbon management strategies. The authors introduce examples of how this approach can assist companies in increasing their competitive advantage.

The final article moves in a different direction and focuses on leadership as a sustainability management tool. The paper evaluates how leadership styles and feedback affect leaders' effectiveness. Clearly, without good and effective leadership sustainability is not possible. The question is what are the ingredients of leadership that are important, effective and executable. This article indicates that virtual team members' creativity affects leadership regardless of the type of feedback.

As such, this article gives scholars and practicing managers' new ideas regarding how leadership can be affected by feedback and creativity. It provides another avenue of thinking into how organisations can sustain their operation and increase their performance for long-term sustainability.

The *IJSSM* is sponsored by the University of North Carolina-Pembroke and China University of Geosciences-Beijing, and is supported by scholars throughout the world. We appreciate your interest in *IJSSM* and welcome your manuscripts and your involvement.