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## Editorial

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**Biographical notes:** John E. Spillan holds an MBA degree and PhD in Business and Management, and serves as a Professor of Business Administration at the University of North Carolina at Pembroke. His articles have appeared in the *International Journal of Marketing and Marketing Research*, *Journal of Business in Developing Nations*, *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*, *Latin American Business Review*, *International Journal of Sustainable Strategic Management*, *Journal of International Business Systems Research*, *Journal for Advancement of Marketing Education*, *European Management Journal*, among others.

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This issue of the journal presents some contemporary issues that are not only relevant to the overall area of sustainability but can provide insights into the international aspect of how sustainability has to be strategically developed. In the first article, Rebecca Angeles looks at Wal-Mart's sustainable packaging efforts using technology as the framework for understanding the packaging scorecard initiative that Wal-Mart is putting into action. The second article by Norm Borin and Arline Savage continues to focus on ideas that companies can use to operate in a more sustainable manner. Using a fictitious company, the article provides a list of mistakes that have an impact on many stakeholders. It provides a discussion of what companies should not do in order to remain sustainable. The third article by R.M. Chandima Ratnayake examines the sustainability issues from plant level operations point of view. This manuscript reviews current trends toward sustainable asset performance. It also presents a framework and a model for implementing the framework. The model is intended to assess the extent of translation of the sustainability concerns from the corporate level into actions at the plant level of asset operations. The final article by Kristine Bryan-Kjær offers some focused insight on corporate social responsibility (CSR). She presents nine capabilities that centre on the competitive edge thinking and discusses how these elements might lead to value creation and a competitive edge strategy for a company. This discussion of CSR and the strategic management fields provides value optimising initiatives and adds insight to the growing strategic CSR ideas that are developing in the literature.

The *IJSSM* is sponsored by the University of North Carolina, Pembroke and the China University of Geoscience, Beijing, and is supported by scholars through out the world. We appreciate your interest in *IJSSM* and welcome your manuscript and your involvement.