
Editorial

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Biographical notes: Bala K.R. Balachandran is a Professor Emeritus of Accounting and Operations Management at New York University Stern School of Business, Editor in Chief of *Journal of Accounting Auditing and Finance*. He is currently Distinguished Institute Professor of G.D. Goenka World Institute where he advises the management on strategic development of the institute. He is also a Chair Professor of Accounting at Tunghai University in Taiwan and Director of Center for Research on Accounting and Sustainability at the Indian Institute of Finance.

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Welcome to this special edition of the *International Journal of Business Innovation and Research*. In this issue, we have assembled four papers that highlight the emerging impact of the sustainability topic on traditional business research.

Starting from the well-known definition of ‘sustainable development’ introduced by the Burtland Commission in 1983, and the subsequent concept of the ‘triple bottom line’,

sustainability has increasingly attracted the interest of academics, governments, media and industry.

In the context of sustainable development, businesses that are often referred as part of the problem can be part of the solution. Moreover, the recent world crisis as well as suspicions on businesses' environmental and social impacts has raised the call for sustainability.

The topic of business sustainability is multidisciplinary in nature, and its complexity calls for putting in place a wide variety of research approaches, such as action research, case studies, surveys, model development, etc.

In this special issue, we attracted high-quality papers representing the impact sustainability have on multiple areas such as manufacturing.

The first paper by Tonelli et al. calls for a new industrial sustainable approach and by combining evidences from theory and practice, sets a research agenda for academics and provide recommendations for educators, researchers, industrialists and policy makers in order to fasten an industrial paradigm shift forward a more sustainable world.

The second paper by Frederick and Elting from Australia offers interesting insights for building theory through the analysis of a number of case studies from the food and beverage industry. Particularly, the results presented in the paper reinforce the current body of knowledge on green supply chain management.

The third paper by Lertzman et al. from Canada presents an interesting case study focusing on the CSR strategies of national oil companies in emerging countries in Latin America. The case highlights that this kind of industry, typically negatively recognised for his environmental and social impacts, can contributes positively to a sustainable development of emerging countries when responsible CSR strategies are set.

The final paper by Locatelli and Mancini from the Polytechnic of Milan presents the use of sustainability indicators in power plants analyses. Results highlight the advantages of hydroelectric plants and the feasibility of coal and nuclear plants.

The papers grouped in this special issue confirm that research on sustainability is affecting significantly traditional business practices, and that sustainability in an emerging area of interest for worldwide academics.