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## Editorial

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**Biographical notes:** John E. Spillan presently serves as a Professor of Management at the University of North Carolina at Pembroke, School of Business. 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 and Journal of World Business.*

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This issue of *IJSSM* presents a cross section of sustainable strategic management from five different perspectives. All of these articles give an in depth discussion of sustainability and the complex elements that are part and parcel of achieving sustainability in our globalised world.

The first article takes the reader to Egypt where the authors discuss their study on how innovation has become an integral part of sustaining and developing the tourism business. Using Egypt as the setting, the authors provide a perspective on how this emphasis on innovation has affected sustainability among the Egyptian tourism business.

The second article moves to a different sustainability area that of organic food and its acquisition. The central question in this paper is customer acquisition for organisations that sell organic food or promote the purchase of organic food. The authors ask the question: Whom should these organisations target for more cost-effective marketing acquisition campaigns? This article provides a new perspective on sustainability that has not been presented in the past issues of the journal.

The third article focuses on organisational sustainability and how an organisation responds to complex social, ecological, and economic challenges. This study examines the relationship between the worldview of organisation development (OD), change practitioners and their professional identity. It specifically focuses on those managers who are in the process of transitioning organisations for organisational sustainability. Clearly, this article looks at the issue, factors and practices that are needed when complex change is needed to achieve sustainability in organisations.

The fourth article investigates issues related to environmental protection and sustainability. The authors use Fortune 500 firms to study the impact of participation in the green power partnership programme and using higher-priced clean energy on firm

financial performance. Since energy is a commodity and clean energy is not different from other sources of energy usage, the authors contend that a company's financial performance will suffer if it buys green energy.

The fifth and final article is a theoretical discussion that establishes a structure for analysing corporate social innovation by using institutional and evolutionary theories to completely comprehend the fundamental dynamics of social innovation.

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We appreciate your interest in SSM and welcome your involvement.