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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 presents a major discussion of how societies can develop a balance between a reasonable return on investment and long-term organisational viability. The article talks about the factors that influence the relationship between a firm's performance and its sustainable development strategies. Clearly, there is not definitive line between the two. Experience and observation will, over time, provide guidance on this topic.

The second article moves to a different sustainability area. This article provides a different perspective on sustainability, economic development. The article discusses how rural sourcing in the state of North Carolina, USA. Using economic sustainability techniques in non-profit organisations was able to successfully transition a large employee call centre from a metropolitan area to a rural area. This transition created jobs and provided a platform for economic development and economic sustainability in a high unemployment area.

The third article focuses on how organisations around the world are increasingly factoring in environmental and social demands as they measure their success in more than just financial terms. The article empirically studies global manager's perceptions of sustainability related influences on operating performance. The article looks at the variations in perceptions of and practices of sustainability across borders and among different organisational types.

The fourth article investigates issues related to legitimisation of organisational change. The paper discusses how individuals can withhold legitimacy for organisational

change as a form of social control. This is a much different perspective on sustainability than *IJSSM* has presented in the past. It gives the reader a chance to see that sustainability can be viewed from multiple perspectives and as such may have an impact on the managerial development of an organisation.

The fifth and final article is a discussion of the historical insights on the integration of environmental issues within the internal cost information systems of institutions. It looks at the diversity of environmental costs and how they are accumulated and integrated in an accounting information system. This is another perspective on how sustainability can be viewed from an organisational perspective.

The *IJSSM* is sponsored by the University of North Carolina-Pembroke and China University of Geoscience-Beijing and is supported by scholars throughout the world.

We appreciate your interest in SSM and welcome your involvement.