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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 six major works on sustainable strategic management from different perspectives. All of these manuscripts provide substantive discussion of sustainability and the complex elements that operate while organisational managers attempt to achieve sustainability in our globalised world.

The first article presents a major discussion of the association of overall firm performance and the achievement of strategic sustainable management. Using a literature review methodology, the authors are able to extract the most glaring examples and approaches that work and do not work in firm performance as it relates to the achievement of sustainable management.

The second article moves to a different sustainability area. This article provides a different perspective on sustainability. The article discusses the shale gas production industry in the Northeastern United States and empirically tests the role organisational characteristics, such as firm environmental record and public visibility; play in influencing the level of pressure placed on these firms by institutional stakeholders for a more sustainable approach to their development activities.

The third article introduces ideas about pollution prevention strategy. This strategic area is considered as the first strategy area to be implemented in order to deliver sustainable value to achieve cost advantages and reduced exposure to litigation risk in shorter term. The paper presents the detailed empirical study of 60 Indian firms, which have implemented this strategy.

The fourth article focuses on how construction companies around the world need to recognise the importance of sustainability and adhere to the same standards of recycling as other firms are doing. The paper investigates how firms in the construction industry

have to change in order to become responsible construction entities for sustainability purposes.

The fifth article investigates how companies, from a strategic point of view need to respond to the concerns and issues brought forward by key stakeholders as they relate to the environment. Studying the behavioural drivers and how they influence the methods stake holders use to communicate their environmental concerns is of critical importance to sustainability.

The sixth and final article is a discussion of the influence of organisational ambidexterity and organisational change for sustainability in achieving corporate sustainability and in turn contributing to the organisational effectiveness. The paper also discusses the interaction effects of the moderating variables such as employee integration and resource endowments. The study is undertaken in the context of select Pharmaceutical companies in India.

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We appreciate your interest in SSM and welcome your involvement.