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## **Editorial**

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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 management and the complex elements that are part and parcel of developing and managing sustainability in our globalised world.

The first article presents a discussion of sustainability as a strategy that has been integrated in decision-making process at General Motors Company. Because of this strategy, General Motors has been able to overcome financial crisis. The contemporary global situation requires the incorporation of sustainability factors into supply chain management of any company and especially such as GM. This function is critically important when governments around the world are working to arrest climate change and reduce emission levels. The authors study sustainability of General Motors using the global reporting initiative guidelines. Having management of a large company like GM embed sustainability into the culture of the company requires top management commitment.

The second article explores the factors that affect how micro, small and medium enterprise (MSME) is positioned in the Indian economy. Businesses in this segment provide high employment for Indian people and make a significant contribution to the GDP. The MSME businesses function in markets that are inaccessible to or ignored by large industries. Even though there are great benefits from this sector of the economy, these business types suffer from certain fundamental limitations that many times cause them to fail. This article studies these limitations and risk factors and provides a perspective about the direction and trends in MSMEs in India.

The third articles provide an overview of how economic development depends on business education for a thriving and secure society. A skilled work force that can create, innovate and increase business opportunities fosters an environment of prosperity that provides jobs and enhances the quality of life among its citizens. This article explores the environment, content, and delivery of business education in Peru. It analyses curriculum content and students' perceptions of its value. It assesses schools of business strategies in aligning their curricula to incorporate international business as an integral subject that reflect market needs.

The fourth article focuses on another small business environment. The authors investigate how small businesses gain profitability and make a contribution to a country's economy. The article mainly centres on the economic measures that demonstrate small business performance and how various levels of performance affect their sustainability. It is not possible to gain business sustainability without continuous growth in profitability.

The final article reviews the academic literature on sustainability marketing in order to understand the role of sustainability as a marketing strategy. Literature from 1960 to 2013 was researched. 151 articles were selected and each of these was further reviewed and classified according to various criteria. The article identified various untapped areas for further research in terms of sustainable product development process, sustainable supply chain management, and sustainable consumer behaviour.

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We appreciate your interest in SSM and welcome your involvement.