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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.

In the first article, the authors look at issues pertaining to consolidation activity in the Indian banking industry and test the level of sustainable development adaptation of Indian banking industry. The paper follows the following steps, it analyses the status quo of sustainable development in public sector banks of India, by rating the adaptation of banks towards SD practices. The authors also look at how far have these institutions become signatories to national and international accepted norms for the banking sector and whether these institutions have initiated certain practices from their own that could be integrated with existing acceptable practices of SD and the like. Finally, the authors consider how far these institutions have declared their actions in terms of national and international SD norms for the banking sector.

The second article relates to academicians perceptions of sustainability. The authors study a homogeneous group of academicians with similar points of view and try to understand how their opinions about given variables may be adopted to promote sustainability related changes in society.

The third articles deals with human resource management (HRM) issues. HRM can play a critical role in engendering employee sustainability practices. The purpose of this paper is to flesh out a key, core role for HRM as 'keeper of the fire' of an employee sustainability mindset. Essentials of mindset are first developed, then the sustainability mindset and its integration into HRM and employee practices is explored.

In the fourth article, the authors attempt to examine the sustainability reports that General Motors formulated using GRI guidelines. The study concludes that getting sustainability incorporated into DNA of a company requires top management commitment and is associated with organisations where there is history of societal, community work and responsible business practices. It helped General Motors to write off debt and come out of bankruptcy.

The fifth and final article uses content analysis to collect the data on CSR parameters. The results show that the extent of CSR reporting has significantly gone up over the two points of time, thus supporting the institutional theory of CSR, evident also from the fact that even the expenditure incurred by companies in two different environmental conditions is appreciatively enhanced. The paper makes a plea to emphasise that there is greater need of stringent penalties for those non-implementers who do not adhere to the practice of CSR.

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We appreciate your interest in SSM and welcome your involvement.