
Editorial

Kanupriya Misra Bakhru* and Alka Sharma

Department of Humanities and Social Science,
Jaypee Institute of Information Technology,
A-10, Sector-62, Noida, Uttar Pradesh, 201309, India
Email: kanupriya.misra@jiit.ac.in
Email: misra.kanupriya@gmail.com
Email: alka.sarma@jiit.ac.in
*Corresponding author

Narendra Singh Chaudhary

Symbiosis Centre for Management Studies,
Noida – Constituent of Symbiosis International,
(Deemed University), Pune, India
Email: narendraiet15@gmail.com

Amit Shankar

Indian Institute of Management Visakhapatnam,
Andhra Bank School of Business Building,
Andhra University Campus,
Visakhapatnam 530 003, India
Email: amit.kumar971@gmail.com

Biographical notes: Kanupriya Misra Bakhru has extensive corporate and academic experience. She has published many papers in internationally reputed journals. Her areas of interest are higher education, teacher effectiveness, competency mapping and entrepreneurship. She is currently working as Associate Professor at Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida, India.

Alka Sharma has extensive academic experience. She has published many papers in internationally reputed journals. Her areas of interest are theoretical sociology, social anthropology, women studies and sociology of communication. She is currently the Dean of the Department of Humanities and Social Sciences, Jaypee Institute of Information Technology, Noida, India.

Narendra Singh Chaudhary is currently working as an Assistant Professor at the Symbiosis Centre for Management Studies, Noida – Constituent of Symbiosis International (Deemed University), Pune. His areas of teaching and research are human resource management, organisation behaviour and industrial relations. He is involved in organising workshops and do impart behavioural training to students and corporate. He is a keen academician and researcher and keeps himself involved in writing articles and cases in reputed journals/magazines which he uses to teach his students in class to give them better understanding of the concepts and sensitise them with actual corporate scenario.

Amit Shankar is currently working as Assistant Professor at IIM Visakhapatnam in Marketing Management. He is PhD from Vinod Gupta School of Management, IIT Kharagpur. He has Academic experience of 5 years working with renowned Institutes. He has published in leading journals (ABDC journal classification). He has conducted workshops on SPSS, Amos, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India.

The purpose of this special issue is to focus on the ‘Modern Managerial and Social Practices for the Sustainable Development of Society’. Sustainable development was acknowledged during the 1970s, but as a concept, it became popular through the Brundtland Report (World Commission on Environment and Development, 1987). The last thirty years have witnessed a surge in publications on ‘sustainability’, to the extent where ‘sustainability science’ is often seen as a distinct field (Komiyama and Takeuchi, 2006; Schoolman et al., 2012; Kajikawa et al., 2014). Sustainable development has now become an integral part of many international and national declarations, treaties, national and international laws, and also of United Nations conventions; even local agencies are promoting activities for sustainable production and consumption. One particularly prevalent description of ‘sustainability’ employs three interconnected ‘pillars’ encompassing economic, social and environmental (or ecological) factors or ‘goals’ (Purvis et al., 2019).

Economic sustainability can be achieved by way of growth, development and productivity which will ‘trickle down’ to the poor and will lead to sustainable development of society (Kahn, 1995). Themes that can be covered under the umbrella of economic sustainability include urban transformation, governance and innovation, growth, macro trade and economic policy, and agriculture and rural development. The discipline of economics undoubtedly plays a central role in meeting sustainability challenges (World Commission on Environment and Development, 1987). There is need for collaboration between economists and other disciplines engaged in analysis of sustainable development.

Recently a special section on ‘Ecosystem Earth’ published in *Science* in April 2017 contained discussions on population, consumption, agricultural production, land use, human behaviour, collective action, and policy (Vignieri and Fahrenkamp-Uppenbrink, 2017). Other important concerns are urban transformation and governance. The majority of people currently live in cities and urban areas, and over 70% of the global population is expected to live in urban areas by 2050 (UN-Habitat, 2008). Furthermore, cities play a dominant role in global consumption, production and pollution (Sukhdev, 2009). Hence cities have been identified as a key for sustainable development. For achieving such targets for sustainable cities, governance and planning is required which includes proper analysis, strategic planning and integration of policy instruments (McCormick et al., 2013).

Social sustainability encompasses notions of equity, empowerment, accessibility, participation, sharing, cultural identity, and institutional stability (Basiago, 1998). Themes that can be covered under umbrella of social sustainability include culture, media, social media, entrepreneurship, education, employment skills, and aging society. The area of culture has grown in salience in global development, and it can be seen that sustainable development is only achievable if there is harmony and alignment between the objectives of cultural diversity and those of social equity, environmental

responsibility and economic viability (Nurse, 2006). These cultural factors not only influence sustainability but also influence entrepreneurship (O'Neill et al., 2006).

The role of entrepreneurship, as a vehicle of economic and societal transformation, is not new in the literature. Entrepreneurship has been cited as an important channel towards sustainable products and services (Dahri and Omri, 2018). Researchers such as Dana (1990), Soon and Huat (1990), Giamartino (1991), Dana (2002), and Bjørklund (2004) have conducted entrepreneurship research in contexts where sensitivity to the cultural environment is important.

Another important aspect is the empowerment of society, wherein education becomes a very important tool. Education for sustainable development (ESD) empowers people to change the way they think and work towards a sustainable future. These days, universities are aligning their missions, visions and objectives to cope with global changes and to meet the demands of sustainable society (Md Shahbudin et al., 2011). Universities are no longer assessed only on the quality of education; but also on other critical factors, which include their dedication towards the progress of society (Nejati and Nejati, 2013). In addition to this, media education is also considered as a tool for sustainability, because it can potentially insert young people into the kind of workforce that is expected in the information society, as framed within the international consensus set by the World Summit on Information Society (2003–2005) (Frau-Meigs, 2008).

The social sustainability of society should also consider other population categories such as ageing. Today's society faces many challenges, including a rapidly ageing population (Banister et al., 2012), inadequate security and service systems for the elderly, and many wellbeing and justice problems experienced by elderly people (Chen and Powell, 2012; Liu et al., 2015). Thus, giving attention to social sustainability for the elderly population is also clearly warranted.

Environmental sustainability involves ecosystem integrity, carrying capacity and biodiversity (Basiago, 1998). 'Environmental sustainability' requires the maintenance of natural capital as both a provider of economic inputs called 'sources' and an absorber called 'sinks' of economic outputs called 'wastes' (Daly, 1973, 1974; World Bank, 1986; Pearce and Redclift, 1988; Pearce et al., 1990a, 1990b; Serageldin, 1993). Themes that can be covered under the umbrella of environmental sustainability include bioeconomics, waste management, health economics and energy efficiency. Bioeconomics seek to integrate the discipline of economics and biology with the purpose of explaining economic events using a biological basis and vice versa. This concept is required for the long-term survival of the human species, with socioeconomic principles essential for the sustainability of humanity (Sundar, 2012).

Another important concern for environmental sustainability is waste management, which is viewed as part of a generation, collection and disposal system. The move to a more sustainable society requires greater sophistication in managing waste. A traditional reductionist approach is unsustainable as it lacks flexibility and long-term thinking (Seadon, 2010). With increases in population, waste management is an important concern, along with which natural resources are being overexploited, leading to many health problems.

Environmental sustainability thus must be seen as a structural condition for promoting health. It has also been argued that health must be seen as a precondition for sustainable development (Hancock, 2009; Kickbusch, 2010). Hence, health economics are an important theme that will lead to the sustainable development of society. Environmental sustainability also deals with sustaining natural systems such as energy

systems (covering energy use, energy conservation, renewable energy, energy efficiency and bioenergy) (Moldan et al., 2012).

This special issue includes ten papers which are as follow:

- 1 Active ageing: a way for social sustainability in ageing Indian society, written by Kumari and Sharma
- 2 Green accounting and its application: a study on reporting practices of environmental accounting in India, written by Gola, Mendiratta, Gupta and Dharwal
- 3 Linking non-financial motivators of women entrepreneurs with entrepreneurial satisfaction: a cluster analysis, written by Yadav and Kumar
- 4 Exploring espoused competencies from management teachers for sustainability of Indian business schools, written by Bakhru and Abidi
- 5 Political economy of agricultural development and disparity in India, written by Behera
- 6 Endeavour towards sustainability: an empirical study of an Indian electronics retail industry, written by Joshi
- 7 Farmer producer organisations for sustainable development of tribal communities, written by Malik, Mishra, Paul and Noronha
- 8 Pricing challenge in servitisation: can servitisation improve ecological sustenance? written by Rakesh and Menon
- 9 Sustainable spare parts inventory control-using companywide interchangeability technique: perspective to petroleum and fertiliser industries, written by Sharda and Mishra
- 10 Integrating strategic flexibility and marketing system to achieve sustainable competitive advantage: conceptual refinement and framework, written by Shalender and Sharma

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