

Corporate sustainability from a strategic management perspective: one way for companies to support sustainability transitions

Romana Rauter - University of Graz

Sabrina Laemmerer – Private Company

Companies and other societal actors are believed to act as powerful agents in sustainability transitions, if they can turn their unsustainable impacts into positive ones. To do so, however, they must first recognize corporate sustainability as an important issue and then integrate corporate sustainability into their strategic management processes. In this chapter, we enumerate the reasons why companies should strategically integrate sustainability, citing reasons such as ethical responsibility but also legal compliance or competitive advantages, and describe how they could initiate this integration process by exploring relevant topics related to the implementation process, such as the development of policies or appropriate resource allocation. This overview of recent themes in the literature on corporate sustainability and strategic management is enriched by the newest insights from a practitioner in the food industry. By presenting these two complementary perspectives, future research directions are outlined. These future research directions include substantiating the role of companies as change agents to support sustainability transitions or increasing transparency in supply chains.