

Editorial

Since the 1960s, Corporate Social Responsibility (CSR) and sustainability studies have been gaining importance within management disciplines. The emergence of different initiatives such as the Club of Rome in 1968, and the publication of the emblematic “The Limits to Growth” in 1972, as well as “Our Common Future” (Brundtland report, 1987) have significantly contributed to the integration of sustainability agenda in private and public organizations. From the ubiquitous concept of sustainable development to the more recent such as the Global Reporting Initiative (GRI) and the launch of the Global Compact in 2000, CSR and sustainability are now in the ‘official’ agenda of modern management.

In this context, environmental and social concerns restricted to the scientific community in the 1950s have been extended lately to other spheres of society. Social movements and NGOs have embraced many of them from the 1960s. The government institutions responded to these pressures from the 1970s; and finally the economic sectors and the corporate segments started considering them from the 1980s and 1990s, respectively.

Since then, more companies from different sectors and areas are concerned about environmental, social, health and safety issues in their business. Rising costs of energy and raw materials, pressures arising from stricter laws and society mean that companies have to adopt sustainable practices from development to the end of life of their product.

Under the business perspective, management deals with a set of decisions and actions from business strategy to product development, production, supply chain management, logistics, customer relationship, product use, and finally, end-of-life. Consumers and other stakeholders are also forcing companies to respond to the issues of sustainability.

Under the public perspective, management deals with the business legal compliance for functioning harmoniously within a society and the environment. Decision makers are often called to intervene and participate through actions that find solutions to development issues and not only the concern about production of goods and services, but the whole value chain considered in a sustainable way.

It is expected that consumers behave as ‘good’ citizens and require good citizenship from companies too as the key link for promotion of sustainability in the social and environmental dimensions.

In this sense, this special issue discusses how government, businesses, NGOs and consumers are incorporating sustainability into their activities and strategies. We have received more than 50 articles, and after a process of double blind review, 9 were selected to be part of this special issue.

Those nine articles present a broad view of the current production about sustainability and its implications for management in Brazil. We have papers from Pará and Rondônia, discussing issues about Amazon Forest region, to Rio Grande do Sul (South Region). We have managed to bring not only geographical coverage, but also sustainability discussions in different knowledge areas in Management, such as, Finance, Strategy, Production, Human Resources, Marketing and Public Policies.

I would like to thank all the researchers who trusted us and submitted their articles to receive our evaluation. And I also would like to thank all the reviewers that contributed to this special issue. Without their hard work and insightful comments, there would be no advance in research.

Last, I am deeply grateful to our two special guest editors for this issue: Profs. Breno Nunes (Aston University) and Maria do Carmo Romeiro (USCS). Their invaluable contribution was crucial to the success of this special issue.

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