



Advances in Sustainability and Purpose Research: Conceptualization and Effective Implementation

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Deadline for manuscript submissions:

closed (1 December 2023)

Message from the Guest Editors

There is a common concern in society about the effects of our actions, individual or collective, on the physical and social environment. Such concern is reflected in the proposition of sustainability. More than two decades have passed since the Bruntland Report came to light and it can still be said that both the concept of sustainability and, above all, its effective implementation in organizations, remains in question. The use of the "Triple Bottom Line" scheme and the Sustainable Development Goals (SDGs) do not seem to have solved either the problem of their conceptualization nor the question of their effective implementation in society. There is a danger of blurring the concept of sustainability and developing "greenwashing" behaviors. Another open question is the relationship of sustainability with corporate social responsibility (CSR) of companies and corporate purpose. The corporate mission, responsibility, and sustainability cannot be treated as separate and unconnected realities, but it is yet to be explored how these concepts are related in theory and in practice.





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