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INTEGRATED SUSTAINABILITY AND ITS IMPACT ON ACCOUNTING AND FINANCE



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GRIN Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.0in. x 5.8in. x 0.2in. Seminar paper from the year 2011 in the subject Business economics - Investment and Finance, grade: 1, 3, International University of Applied Sciences Bad Honnef - Bonn, course: Current Issues in Accounting and Finance, language: English, comment: For most companies these days, the environment-which is synonymous with climate change for many executives-has become an important topic. Companies know that consumers and employees care about the environment, and their interest often presents real business opportunities and risks. (McKinsey and amp, Company, 2010) , abstract: In a time, where globalization and global prosperity foster a continuous chasing after outstanding business success, environmental and social aspects are more and more taking a back seat in the decision-making processes of organizations. With a world population of nearly seven billion people and an expected growth to more than nine billion people by the year 2050 (UN, 2008), the urgency to preserve the resources of the world is now greater than ever. Due to this global situation, the importance of corporate sustainability as an integral part of organizations strategic directions is increasing gradually. Additionally, customers growing awareness for environmentally friendly products and actions is further boosting the pressure on companies to act in a sustainable manner. Although first steps towards an eco-friendly future have been done in the fields of mobility and efficient consumption of energy and materials, continuous improvements in environmental and social aspects are crucial. Responding to external pressure, corporations have started to implement sustainability in their businesses. However, some firms are being accused of pursuing a sustainability strategy only, to satisfy expectations of the public society. Although the real intentions for a companys business actions are difficult to determine, at least the number of organizations that have integrated sustainability into their...



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