



The Importance of Business Ethics and Sustainability Within Supply Chains

By Corinna Jung

GRIN Verlag. Paperback. Condition: New. 108 pages. Dimensions: 8.2in. x 5.8in. x 0.4in. Masters Thesis from the year 2011 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 78 (1, 0), University of Exeter (Business School), course: Strategy Operations, language: English, abstract: 1. Introduction Ethics are in vogue is an assertion drawn after the International Herald Tribune (IHT) conference on luxury (Smale, 2007). The reason for this statement is the presumption of an emergent type of luxury consumer whose purchase decision is up to the ethical behaviour of business. Is this concept mere wishful thinking or does it reflect empirical reality, since the latter would void the expression the devil wears Prada. It is obvious, that the conventional way of economic development not any longer satisfies the needs of the world in which we live - the environment is, without doubt, one area which is being subjected to greater public scrutiny (Dembkowski and Hanmer-Llyod, 1994). Society increasingly requires a healthy living, innovative, efficient and safe technologies as well as a stable and safe natural and social environment (Jochem 2011). The media especially reports on ethical and sustainable business conduct and its affects on human health, the ecosystem and future generations...



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