CONTENTS

List of Figures ix
List of Tables x
List of Abbreviations xi
List of Contributors xiii

PART I: INTRODUCTION

1. Retrospective, Perspective, and Prospective: Introduction to The Oxford Handbook on Business and the Natural Environment 3
   ANDREW J. HOFFMAN AND PRATIMA BANSAL

PART II: BUSINESS STRATEGY

2. Competitive Strategy and the Environment: A Field of Inquiry Emerges 29
   MICHAEL V. RUSSO AND AMY MINTO

3. International Business and the Environment 50
   PETRA CHRISTMANN AND GLEN TAYLOR

4. Environmental Entrepreneurship 70
   MICHAEL LENOX AND JEFFREY G. YORK

5. The Value of Managing Stakeholders 83
   GEORGE KASSINIS

PART III: POLICY, AND NON-MARKET STRATEGIES

6. Industry Self-Regulation and Environmental Protection 103
   ANDREW KING, ANDREA M. PRADO, AND JORGE RIVERA

7. Environmental Governance 122
   DAVID P. BARON AND THOMAS P. LYON
8. Business and Environmental Law  
CARY COGLIANESE AND RYAN ANDERSON

PART IV: ORGANIZATIONAL BEHAVIOR AND THEORY

9. Cognitive Barriers to Environmental Action: Problems and Solutions  
LISA L. SHU AND MAX H. BAZERMAN

10. Intergenerational Beneficence and the Success of Environmental Sustainability Initiatives in Organizational Contexts  
LEIGH PLUNKETT TOST AND KIMBERLY A. WADE-BENZONI

11. Organizational Culture and Environmental Action  
JENNIFER HOWARD-GRENVILLE AND STEPHANIE BERTELS

12. Institutional Approaches to Organizations and the Natural Environment  
MICHAEL LOUNSBURY, SAMANTHA FAIRCLough, AND MIN-DONG PAUL LEE

13. Institutional Pressures and Organizational Characteristics: Implications for Environmental Strategy  
MAGALI A. DELMAS AND MICHAEL W. TOFFEL

KLAAUS WEBER AND SARA B. SODERSTROM

PART V: OPERATIONS AND TECHNOLOGY

15. Greener Supply Chain Management  
ROBERT D. KLASSEN AND STEPHAN VACHON

16. Closed-Loop Supply Chains  
JAMES D. ABBEY AND V. DANIEL R. GUIDE, JR.

17. Industrial Ecology: Business Management in a Material World  
REID LIFSEt AND FRANK BOONS

NIGEL P. MELVILLE
PART VI: MARKETING

19. From Green Marketing to Marketing for Environmental Sustainability 347
   Debra L. Scammon and Jenny Mish

20. Why not Choose Green? Consumer Decision Making for Environmentally Friendly Products 366
   Andrew D. Gershoff and Julie R. Irwin

21. Using Market Segmentation Approaches to Understand the Green Consumer 384
   Timothy M. Devinney

PART VII: ACCOUNTING AND FINANCE

22. Sustainability and Social Responsibility Reporting and the Emergence of the External Social Audits: The Struggle for Accountability? 405
   Rob Gray and Irene M. Herremans

   Nola Buhr and Rob Gray

   Charles H. Cho, Dennis M. Patten, and Robin W. Roberts

25. Values-Driven and Profit-Seeking Dimensions of Environmentally Responsible Investing 462
   Rob Bauer and Jeroen Derwall

   Jean-Louis Bertrand and Bernard Sinclair-Desgagné

27. Corporate Decision-Making, Net Present Value, and the Environment 502
   Bryan R. Routledge
PART VIII: EMERGENT AND ASSOCIATED PERSPECTIVES

28. The Relevance of the Natural Environment for Corporate Social Responsibility Research 519
   KRISTA BONDY AND DIRK MATTEN

29. Business, Society, and the Environment 537
   JAMES E. POST

30. The New Corporate Environmentalism and the Symbolic Management of Organizational Culture 556
   LINDA C. FORBES AND JOHN M. JERMIER

31. Critical Perspectives on Business and the Natural Environment 572
   SUBHABRATA BOBBY BANERJEE

32. Approaching Business and the Environment with Complexity Theory 591
   DAVID L. LEVY AND BENYAMIN B. LICHTENSTEIN

PART IX: FUTURE PERSPECTIVES

33. Beyond the Brave New World: Business for Sustainability 611
   JOHN R. EHRENFELD

34. Looking Back, Thinking Forward: Distinguishing Between Weak and Strong Sustainability 620
   NIGEL ROOME

35. Enterprise Sustainability 2.0: Aesthetics of Sustainability 630
   PAUL SHRIVASTAVA

36. Tomorrow’s C-Suite Agenda 639
   JOHN ELKINGTON AND CHARMIAN LOVE

37. The Third-Generation Corporation 647
   STUART L. HART

38. Capitalism Critique: Systemic Limits on Business Harmony with Nature 657
   THOMAS N. GLADWIN

Index 675