CONTENTS

LIST OF CONTRIBUTORS vii

INTRODUCTION ix

CHAPTER 1 ACCOUNTING, SUSTAINABILITY AND EQUITY
   Güler Aras and David Crowther 1

CHAPTER 2 THE GLOBAL FINANCIAL CRISIS: A FAILURE OF CORPORATE GOVERNANCE?
   Andrew Chambers 23

CHAPTER 3 SUSTAINING MULTINATIONAL STRATEGIC PERFORMANCE THROUGH VALUE CHAIN BASED COMPETITIVE ADVANTAGE
   Pinar Büyükalpca 45

CHAPTER 4 NORMS OF CORPORATE SOCIAL RESPONSIBILITY: DENSIFICATION OR DEGENERATION?
   Dominique Bessire and Emmanuelle Mazuyer 67

CHAPTER 5 ONLINE REPORTING OF SUSTAINABILITY: A STUDY OF GLOBAL CLOTHING SUPPLIERS
   M. Azizul Islam and Victoria Wise 97

CHAPTER 6 COMPARATIVE CORPORATE SOCIAL RESPONSIBILITY IN THE UNITED KINGDOM AND TURKEY
   Fulya Akyildiz 115
CHAPTER 7 THE RELATIONSHIP BETWEEN CSR, PROFITABILITY AND SUSTAINABILITY IN CHINA
    Qingqing Yang and David Crowther 155

CHAPTER 8 SUSTAINABILITY STRATEGIES IN PUBLIC SERVICE
    Linne Marie Lauesen 177

CHAPTER 9 A SUSTAINABILITY EXAMPLE PLANNING IN THE SPANISH PUBLIC SECTOR
    Esther Ortiz Martínez 203

CHAPTER 10 MILLENNIUM'S DILEMMA: GENETICALLY MODIFIED PRODUCTS FROM THE SOCIAL RESPONSIBILITY PERSPECTIVE
    R. Şeminur Topal and Hande Gürdağ 213

CHAPTER 11 CHALLENGES OF ENVIRONMENTAL ACCOUNTING IN TOURISM DESTINATION AS A TRENDS OF SUSTAINABLE DEVELOPMENT
    Vanja Vejzagić, Sandra Janković and Milena Peršić 231

ABOUT THE CONTRIBUTORS 245

INDEX 247