

MANAGING TRANSFORMATION FOR SUSTAINABILITY:

Perspectives from Marketing,
Human Resources
and Finance



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Hak cipta dilindungi undang-undang
Dilarang memperbanyak maupun mengedarkan buku dalam bentuk dan
dengan cara apapun tanpa izin tertulis dari penerbit maupun penulis

Foreword

This book is a collection of scientific papers from 3 Professors in the field of Management from the Management Department of FEB UNAIR, who happen to have more or less the same major theme, namely Transformation for Sustainability. Thus, this book was created with the intention of making the benefits of the Professor's inauguration speech manuscript have a longer duration. Not only during the inauguration event, but it can also be read by others who were not present at the event. Corporate transformation for Sustainability is observed from various points of view that are the expertise of academics from the Management Department of FEB UNAIR, both from the marketing, financial, and HR aspects.

In-depth conceptual discussion is expected to inspire academics in developing further research plans. As for practitioners, the recommendations given by the authors are also expected to inspire. Thus, the conceptual and practical benefits of this book can be felt. So that readers are expected to see the reasons why this material should be published. Sustainability carried out in the SDGs is a shared work, both individuals and institutions that make the socialization of

strategies from deep thinking must continue to be carried out. Making this book also a form of implementation of SDG point 4, namely to support the quality of education and point 8, namely to increase economic growth and decent work, and point 12, namely for sustainable consumption and production activities.

Happy reading and increasing your knowledge, hopefully it will be useful and a blessing for all of us.

Writing Team

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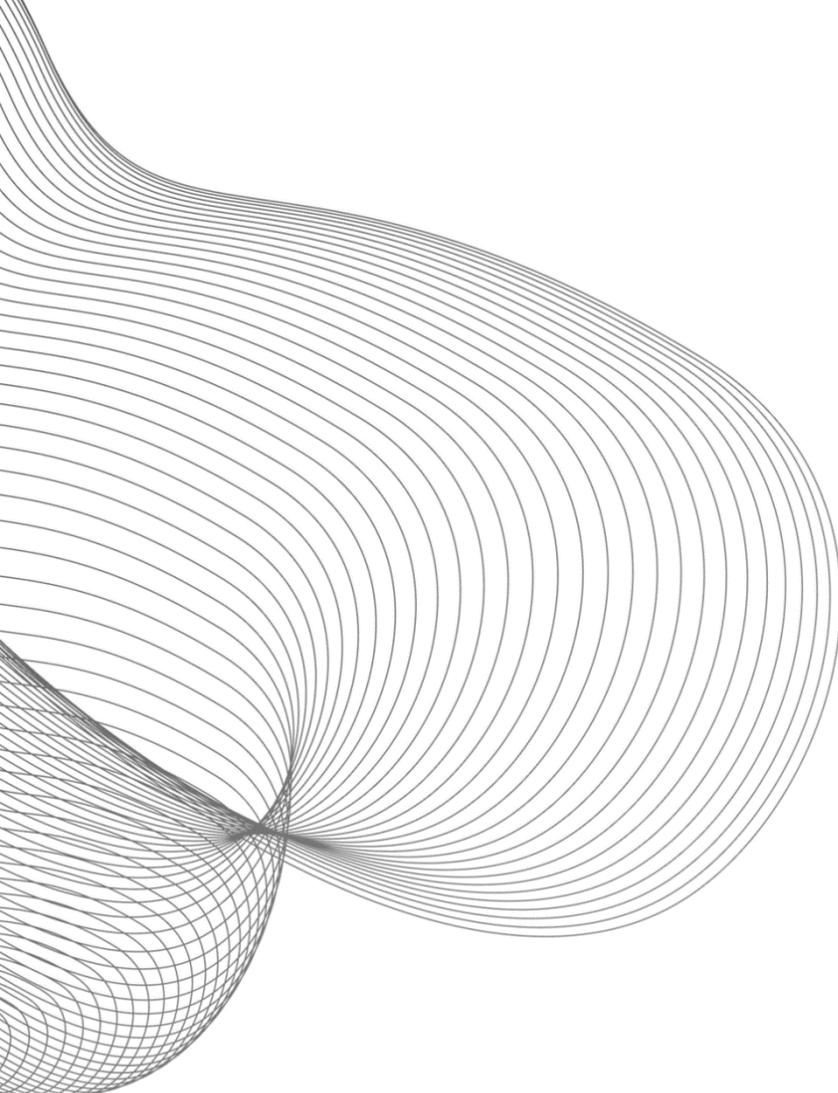
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Part 1

**INTRODUCTION: THE IMPORTANCE OF ATTENTION TO
SUSTAINABILITY**

“The world is not doing well right now” (Sri Mulyani, 2024), but on the other hand, “Fortunately, the world is still turning” (Bernadya, 2024).

We can see several phenomena and data that show that the condition of the world we live in is not good around us, including:

Global challenges, such as environmental pollution and climate change, are driving countries to adopt more environmentally friendly technologies and economic approaches (IISD, 2022). The increasingly severe level of environmental damage hampers efforts to achieve sustainable development, thus requiring comprehensive global strategies and policies to ensure sustainability (García-Feijoo et al., 2020). This environmental conservation issue has attracted widespread attention from researchers and international organizations, where much remains to be done to address environmental problems effectively (Tao et al., 2022). From these problems, it is known that one of the largest sources of environmental pollution is CO₂ emissions from motor vehicles, industrial operations, household combustion appliances, and forest fires. This has been summarized in Figure 1 where it is known in detail that global CO₂ emissions by sector (left axis) and per capita (right axis)

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Buku ini berisi materi berbasis *empirical research* berkaitan dengan bagaimana strategi dan perencanaan pengelolaan transformasi dapat dilakukan berkaitan dengan tema keberlanjutan. Ditulis oleh para Guru Besar dari Departemen Manajemen FEB UNAIR yang pakar di bidangnya masing-masing yakni Manajemen Pemasaran, Manajemen SDM dan Manajemen Keuangan, dengan pendalaman teori yang jelas.

Buku ini sangat bermanfaat dan diharapkan dapat menginspirasi berbagai riset lanjutan dalam bidang-bidang yang berkaitan dengan keberlanjutan bisnis.



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