

TOWARDS AN INTEGRATED STRATEGIC SUSTAINABILITY THEORETICAL MODEL.

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ABSTRACT

This paper introduces the ecocentric 'integrated strategic sustainability model' as a practical strategic tool providing an ecocentric theoretical platform on which to implement an alternative strategic marketing approach in research and business school teaching. The research distinguishes between anthropocentric and ecocentric epistemology in examining corporate ecological sustainability, and, in so doing, identifies transformational business and marketing strategies.

References Available on Request.