



How Can We Create the Right Organizational Context to Sell Environmental Sustainability as a Strategic Issue to Top Management?

By Maxime Dessy

GRIN Verlag Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 16/20, Solvay Brussels School of Economics and Management, course: Economics, Psychology, CSR, language: English, abstract: This master thesis is divided into three major parts: The first part of my thesis offers the theoretical background on which is based the empirical research I have conducted as part of this thesis. Therefore, this section consists, for a major fraction, in a review of Dutton and her colleagues work. The section begins with an overview of the literature on issue selling to top management followed by a review of the cognitive categorization theory. Using these two major theoretical sources as well as other relevant findings from the academic literature, I then suggest a general model linking organizational context, top management's interpretation and emotional response to environmental sustainability issues and the subsequent organizational response to those issues. The theoretical background and my individual extension to the existing literature will be the basis for the second part of my work. The second part of my thesis...



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