



# The Palgrave Handbook of Social Sustainability in Business Education

*Edited by*

Aušrinė Šilenskytė · Miguel Cordova  
Marina A. Schmitz · Soo Min Toh

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# The Palgrave Handbook of Social Sustainability in Business Education

“Socially conscious consumers, responsible investors and empowered employees are demanding that businesses become a force for social as well as economic progress. But today’s entrepreneurs are often ill-equipped for this mission. This much needed book can help change that, providing students with a rounded view of social sustainability and how it can be applied in practice in different contexts. Essential reading for the entrepreneurs of tomorrow!”

—Lamia Kamal-Chaoui, *Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities*

“As an educator in South Africa, a country where a third of the population struggle to find their next meal, and the daughter of two environmentalists, I have long wished for a guide in making sense of the compelling but sometimes conflicting demands of both environmental and social sustainability. This book is a wonderful resource to help guide conversations that seek understanding across a plurality of demands and contexts.”

—Helena Barnard, *Professor and Academic Head: Doctoral Programmes, Gordon Institute of Business Science, University of Pretoria, South Africa*

“While social responsibility has risen to the top of the corporate agenda, most educators still have not come to grips with addressing this topic in their curriculum and classroom practices. This handbook arrives just in time for those of us looking for guidance and inspiration in integrating social sustainability into our teaching. It features numerous teaching innovations helpful to all educators. Its cross-disciplinary nature is an added benefit. A must reading for those keen on gaining insights and practical advice!”

— S. Tamer Cavusgil, *Regents Professor, Fuller E. Callaway Professorial Chair, Executive Director, CIBER, J. Mack Robinson College of Business, Georgia State University, USA*

“This comprehensive handbook on social sustainability equips business educators for their most important mission: to ignite the passion to make the world a better place. The editors—all respected leaders in international business education—offer insightful guidance on fostering impactful learning experiences in social sustainability by seamlessly integrating the United Nations’ Sustainable Development Goals (SDGs). The handbook also introduces cutting-edge teaching innovations from across the globe. It is a must-have resource for all educators dedicated to inspiring the next generation of responsible global citizens.”

—Marleen Dieleman, *Peter Lorange Professor of Family Business, IMD Business School, Singapore*

“As the sustainability challenge becomes more urgent, evidence shows that to face it, social change is more critical than technical; solutions are not short-termed, and although locally developed, they inspire global shifts. As a Latin-American citizen, I feel the complexity of that challenge. This book presents a holistic approach to social sustainability; it is a timely and inspiring collection of frameworks and tools to help scholars, practitioners, and educators. Presenting and discussing the UN SDGs, emphasizing social sustainability, the book includes chapters with conceptual discussion and experiences from countries and regions of different parts of the world. The editors Aušrinė Šilenskytė, Miguel Cordova, Marina A. Schmitz, and Soo Min Toh organized an essential handbook for teachers and managers involved with this paradigm shift.”

—Maria Tereza Fleury, *Full Professor FGV EAESP, Director Center for International Competitiveness FGV, Brazil*

“Sustainability is a critical topic in business education. Students need to learn about social sustainability so they can skillfully address key issues and make a difference in society. This handbook provides tools for faculty to focus on sustainability education, and the means to improve life for people around the world. I strongly endorse this book.”

—Gary Knight, *Helen Jackson Professor, Willamette University, USA, President, Academy of International Business*

“This handbook provides one of the most comprehensive treatments of social sustainability in business education to date. It brings together scholars from all over the world to share their state-of-the-art teaching philosophies, methods, technologies and topics. The various contributions offer an engaging and pluralistic read that crosses disciplinary boundaries. This volume speaks to a broad audience, consisting not only of business educators and programme managers but also of university leaders. I can wholeheartedly recommend this handbook.”

—Rebecca Piekari, *Marcus Wallenberg Chair of International Business, Aalto University School of Business, Finland*

“This book breaks new ground by zooming in on social sustainability in business education. This book has 28 chapters and is carefully structured into 7 parts. It offers valuable guidance for educators and leaders in higher education who want to transform business education for social sustainability. The chapters cover various United Nations’ Sustainable Development Goals (SDGs) and are written by authors from different geographies, providing innovative content that imminently applies in different classroom settings. What sets this book apart is its incorporation of tested teaching innovations, spanning from cutting-edge technologies like artificial intelligence and blockchain to timeless instructional techniques like storytelling and theatre. Anyone who is planning the next round of curriculum innovation and is committed to upgrading their teaching practice for social good will want this book.”

—Rudolf R Sinkovics, *Professor of International Business, Adam Smith Business School, University of Glasgow, United Kingdom, and Visiting Professor, LUT Business School, LUT University, Lappeenranta, Finland*

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Marina A. Schmitz · Soo Min Toh  
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Handbook of Social  
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The original version of the chapter has been revised: Open access has been removed for teaching notes in Chapters 10, 11, 21, 22 and 23. A correction to this chapter can be found at [https://doi.org/10.1007/978-3-031-50168-5\\_30](https://doi.org/10.1007/978-3-031-50168-5_30)

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We extend our sincere thanks to the Academy of International Business (AIB) and the Teaching & Education Special Interest Group (SIG) of AIB. This organization brought the editor team together and led us to dream about the projects that matter and that can make a positive impact on the global scholarly community and beyond. Discussions, teaching cafes, and panel sessions at the AIB annual and regional meetings all provided a platform for further refining our ideas until they crystalized into a book project. The teaching innovation framework developed as a spin-off of the AIB Teaching & Education SIG's Teaching Innovation Award provided us with a foundation for understanding the impacts teaching research and best practices are capable of making, and the types of them that should be encouraged in the community.

Our deepest gratitude goes to the esteemed contributors to this book, whose visionary work has been a constant source of inspiration. Their creativity and commitment to reshaping higher education are impressive. Their unwavering enthusiasm, patience, dedication, and perseverance throughout this project have been truly commendable. The handbook is a testament to their exceptional contributions to business education's research and practice.

Our heartfelt thanks go to senior editor Marcus Ballenger at Palgrave Macmillan for the unwavering motivation and continuous support throughout the book's development. We also wish to acknowledge Supraja Yegnaraman for the meticulous attention to detail in bringing the book to life. Additionally, we are grateful to our colleagues at Palgrave Macmillan who worked diligently behind the scenes to transform the initial concept into a beautiful book.

We would like to express our appreciation to the dedicated peer reviewers of the book project. The insightful comments they provided have played a pivotal role in enhancing the book development process and the final product. Their constructive feedback has been instrumental in ensuring the quality and depth of the handbook. We reserve a special mention for the exceptional peer reviewers of the handbook chapters, Matevž (Matt) Rašković and Jurgita Butkevičienė, whose multiple, deep reviews, some delivered within hours or overnight, greatly enriched the quality and depth of this handbook.

We are grateful to Professors Rudolf Sinkovics and Jorge Carneiro, who shared their editorial expertise with us and provided us with many excellent ideas on how to handle the edited book project. A large number of colleagues have given feedback, advice, comments, friendly reviews, or simply shared ideas on different parts of the book, further strengthening the collective effort to support social sustainability.

We would like to extend a special note of gratitude to our language editor, Emily Stapleton, for her invaluable contributions in shaping many of the book's chapters. Her attention to detail and linguistic expertise have been pivotal in making this work accessible to a broader audience.

We acknowledge the support of the universities with which the members of the editorial team are affiliated. The School of Management at the University of Vaasa in Finland, Pontificia Universidad Católica del Perú in Peru, Coca-Cola Chair of Sustainable Development at the IEDC-Bled School of Management in Slovenia, and the University of Toronto in Canada have all provided enriching academic environments and resources that have contributed to the success of this project.

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In conclusion, this book is the result of collaborative efforts, dedication, and the generous support of a wide array of individuals and institutions. Our heartfelt thanks go out to all those who have been part of this remarkable journey.

With profound gratitude and warm regards,

Aušrinė Šilenskytė  
Miguel Cordova  
Marina A. Schmitz  
Soo Min Toh



# CONTENTS

<b>1</b>	<b>Introduction: Social Sustainability in Business Education</b>	<b>1</b>
	Aušrinė Šilenskytė, Miguel Cordova, Marina A. Schmitz, and Soo Min Toh	
<b>Part I Incorporating Emerging Topics on Social Sustainability in Business Education</b>		
<b>2</b>	<b>The Circular Economy’s Social Dimensions: Implications for Global Strategic Management Teaching and Practices</b>	<b>27</b>
	Nataliia Krasnokutska and Taras Danko	
<b>3</b>	<b>Human Factors and Ergonomics in Business Education</b>	<b>47</b>
	Arto Reiman, Maria Lindholm, Elina Parviainen, and Aušrinė Šilenskytė	
<b>4</b>	<b>Social Sustainability and Advanced Technology Applications in Business: Discussing AI and Blockchain Innovations Within Business Education</b>	<b>65</b>
	Aušrinė Šilenskytė, Gerda Žigienė, and Jurgita Butkevičienė	
<b>Part II Teaching Perspectives and Strategies for Social Sustainability in Business</b>		
<b>5</b>	<b>Teaching Social Impact Measurement to Enable Socially Savvy Decisions in Business</b>	<b>89</b>
	Jing Betty Feng and Xu Zhang	
<b>6</b>	<b>Teaching Evaluating and Developing Nonmarket Strategies to Address Social, Political, and Legal Issues in Business</b>	<b>109</b>
	Cyntia Vilasboas Calixto Casnici and Marina Amado Bahia Gama	

<b>7</b>	<b>Teaching Social Sustainability Through Antenarrative Imaginaries of Energy Cultures</b>	<b>127</b>
	Rumy Narayan and Annika Laine-Kronberg	
<b>8</b>	<b>Fostering Awareness of Social Sustainability in Digital Business</b>	<b>147</b>
	Julio C. Serrano, Sniazhana Diduc, Aušrinė Šilenskytė, Melodena Stephens, and Karla Maria Nava-Aguirre	
<b>9</b>	<b>Designing a Course for Developing Sustainability Competencies</b>	<b>167</b>
	Katharina Salomon and Daniela Ortiz-Avram	
<b>Part III Teaching Cases on Social Sustainability in Firms' Vision, Mission, and Business Model</b>		
<b>10</b>	<b>Geely: Achieving Social Sustainability Goals Through Stakeholder Participation</b>	<b>187</b>
	Yu Wei Ye	
<b>11</b>	<b>Democratization of Energy in Africa: Social Entrepreneurship for Socio-Economic Sustainability</b>	<b>197</b>
	Nukhet Vardar	
<b>Part IV Teaching Solving Grand Sustainable Development Challenges</b>		
<b>12</b>	<b>Driving Social Sustainability Through Storytelling</b>	<b>209</b>
	Matevž (Matt) Rašković and Swati Nagar	
<b>13</b>	<b>Creating Social Value Through Problem-Based Learning: Using Podcasts in Business Education</b>	<b>227</b>
	Hellen López Valladares and Guiselle Romero Lora	
<b>14</b>	<b>Applied Theater Teaching Model for Addressing Social Sustainability in Business Education</b>	<b>245</b>
	Saloni Sinha and Marina A. Schmitz	
<b>15</b>	<b>Engaging Management and STEM Students in Solving Global Problems of Sustainable Development</b>	<b>271</b>
	Phanikiran Radhakrishnan, Nirusha Thavarajah, and Jaffa Romain	
<b>Part V Education for Diverse Learners, Intended to Role-Model Socially Sustainable Practices and Culture in Business</b>		
<b>16</b>	<b>Learning to Solve Social Sustainability Problems in Diverse Student Teams</b>	<b>291</b>
	Ilona Hunek	

<b>17</b>	<b>Critical Reflection Analysis: A Method for Developing Diversity Awareness Among (Future) Business Leaders</b>	<b>309</b>
	Lenka Theodoulides	
<b>18</b>	<b>Gamification for Teaching Social Responsibility in Business Schools</b>	<b>331</b>
	Daniel Muravsky and Snezhana Muravskaia	
<b>19</b>	<b>Communicating Sustainability Through Language Differences with Rich Point Pedagogy</b>	<b>349</b>
	Stephanie Jo Kent, Glynis Anna Jones, Sulu Zhambyl, and Jeffrey A. Kappen	
<b>20</b>	<b>Teaching Action Research for Social Sustainability in the Workplace</b>	<b>367</b>
	Benito L. Teehankee, Shieradel V. Jimenez, and Patrick Adriel H. Aure	
<b>Part VI Teaching Cases on Managing Organizations in a Socially Sustainable Way</b>		
<b>21</b>	<b>Frankmann Automotive: Globally Promoting Diversity and Inclusion</b>	<b>387</b>
	Nicole Böhmer, Heike Schinnenburg, Bridget de Villiers, and Amanda Werner	
<b>22</b>	<b>Lympo: The Complexity of Responsible Leadership in the Emerging Blockchain Industry</b>	<b>399</b>
	Aušrinė Šilenskytė, Jurgita Butkevičienė, and Niina Koivunen	
<b>23</b>	<b>No Smoke Without Fire? The Tension Between Employee Autonomy and Employer Authority</b>	<b>411</b>
	Susanna Kultalahti and Riitta Viitala	
<b>Part VII Developing a Business Curriculum and Educational Ecosystem That Foster Social Sustainability in Business and Society</b>		
<b>24</b>	<b>Exploring the Sustainability Mindset for Management Education with a Focus on Social Sustainability</b>	<b>423</b>
	Marina A. Schmitz, Miguel Cordova, Tjaša Cankar, and Livija Marko-Wieser	
<b>25</b>	<b>Using the Theory of Planned Behavior to Develop Business Students into Capable Change Agents for Socially Sustainable Development</b>	<b>443</b>
	Ananya Bhattacharya, Wee Chan Au, and Glen Croy	

<b>26 Empowering the Application of Digital Humanism for Achieving Inclusive Business Education</b>	465
Thomas Narowetz	
<b>27 University Involvement in Supporting Entrepreneurship of People with Disabilities</b>	485
Jurgita Butkevičienė and Helen Lawton Smith	
<b>28 Developing Cases for Teaching Social Sustainability in Business: Lessons from the MENA Region</b>	509
Melodena Stephens and Immanuel Azaad Moonesar	
<b>Part VIII Conclusions</b>	
<b>29 Conclusions: Business Education That Makes an Impact on Social Sustainability Within and Beyond the Classroom</b>	533
Marina A. Schmitz, Soo Min Toh, Aušrinė Šilenskytė, and Miguel Cordova	
<b>Publisher Correction to: The Palgrave Handbook of Social Sustainability in Business Education</b>	C1
Aušrinė Šilenskytė, Miguel Cordova, Marina A. Schmitz, and Soo Min Toh	
<b>Index</b>	549

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