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VALUE CREATION MECHANISM AND CLIMATE ISSUES: AN EFFICIENT APPROACH FOR CONQUERING SYNCHRONIZED CUSTOMER VALUE AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

“Strive for Excellence, not Perfection” is a new ideology of business in the era of competitiveness with deadlines. Cut throat competition is increasing with new business challenges and both customer and environment are putting swift torque to business drivers. Undoubtedly, businesses are running for wealth & profit creation but customer value enhancement and satisfaction have significant part in the outcomes of business intermediary processes and these processes are putting adverse impacts on ecosystem. Natural resources are depleted by rapid industrialization and reflecting negative climate change. Divergently, customers are becoming intelligent, eco conscious and technology savvy and thus they are “value takers”. It comprises organization, people and environment which are the principle dimensions and these are analysed to fabricate excellent value chain to enhance customer value premises for nurturing pragmatic business functions.

The present paper envisages empirical investigation covering environmental changes and sustainable development which affects value creation mechanism in the modern aggressive and knowledge equipped society. The aim of this paper is to suggest the companies to take the help of green value chain and build programs for eco-efficient treatment of products. This will provide a new base for competitive advantage and present a new core competence to win hearts of customers.

(p. 208)

... In totality, industries are playing significant role in the issues related to the environment and climate change. Perfect evidences are available at the counterparts of industrialization. It is also clear from above discussion that environment is not a sole property of any country or organization; it is an asset of whole living and non living things available on the earth. Henceforth, for sustainable development, collective actions are required from different types of entities including business and non business organizations. The overall scenario is changing

gradually. **There are various organization which are taking climate change very seriously and striving for sustainable development.** Environmentalism in the 21st century is likely to be characterized by various efforts to implement the sustainable development agenda. International organizations, such as the United Nations and World Bank, will be integral to the development of effective global environmental policy.²⁰ 2010 Biodiversity Indicators Partnership, 2010 International Year of Biodiversity, Afrique verte, Agronomy for Sustainable Development, Appropedia, Dashboard of Sustainability, Earth Charter, Greenhouse Development Rights, Institute for Environment and Sustainability (IES), **Institute for Trade, Standards and Sustainable Development (ITSSD)**, International Institute for Environment and Development, International Institute for Sustainable Development (IISD), International Organization for Sustainable Development, National Center for Appropriate Technology, National Strategy for a Sustainable America, Solar Net International, Stakeholder Forum for a Sustainable Future, Sustainable Tourism CRC, The Earth Institute, TERI – The Energy and Resources Institute, The Sustainable Urban Development Network (SUD-Net), The Venus Project, United Nations Decade of Education for Sustainable Development, World Cities Summit **are the considerable institutions which are working for sustainable development.**

(pp. 217-218)