Index

Academy of Management Journal 248, 250
Academy of Management Review 248

alternative scene social movement 35–6

B2B marketing 16
B2C marketing 16
Bansal, P. 201–2
Barney, J. 53
Bateson, J. 240
Becker, B.E. 199, 200, 208
Bertoldi, P. 83

Best Available Technology (BAT)
reference documents 91
bioneers 28, 31, 34, 35, 36–7
Black, B.S. 292
Bruno, A.V. 293–4
Bunge, J. 211–12
Burman, J.O. 202, 211–12, 213
Business Link 113, 114

business models
feasibility 81–9
financial challenges 81–8
management service for material flows 78–81, 82, 84–5, 88
MASCO 75–8, 80, 81, 82, 83, 84, 86–7, 88, 90
material efficiency 9, 71–91
sustainable 15

Business Strategy and the Environment 248

business support
availability of 116
needs 111–13
services 113–14

case study, concrete 252–68
Centre for Energy Conservation (Finland) see Motiva
CEP 278, 286
certification of products 116

Chemical Strategies Partnership (CSP) 87
chemicals management service (CMS) 72, 80, 84, 87–8
Clausen, J. 37
CMS 72, 80, 84, 87–8
Cohen, M.A. 278

companies
Advanced Oxidation Limited 106, 108
AGA 80, 87
Ashoka 29
BASF 80
Body Shop 41
Chemical Safety 80
Deutsche Bahn AG 40, 42
Duttweiler 31
EEC 106, 109, 113
EPER 12, 275, 276, 278, 281, 284–6
Gazelle 124, 127–9
GE 5
Gentronix 106, 109, 113
HelioDynamics 106, 108, 114
Hipp 31
ICC/WBCSD 60
Inesco 77
Interface Inc. 38
Kemira Corporation 80–81
Kemira Industrial and
Environmental Services (KIES) 80–81
L’Oreal 41
Life-IC 114
Linde Group 80, 87
M-real Ltd 77
MacMillan Bloedel 268
Migros 31
Natural Building Technologies 106, 107, 113
NEG Micon 5
Neptune Oceanographics 106, 109, 114
Nike 125–8
Pfenniger 31
Salvtech 106, 107
Siemens 5
SkySails 38
Tako 77
Trisa 31
Upstream WM 78
Vestas 5
Viridian 106, 108, 116
Voller Energy 106, 108, 113
Waste Management Inc. 78
see also EMS research
Council of Economic Priorities (CEP) 278, 286
creative destruction 28
CSP 87
customer confidence 111
satisfaction 227–41, 247
Delaney, J.T. 200, 208
Delft University of Technology group (TUDelft) see TUDelft
Doerr, John 1–2
Dutch research institute (TNO) 124, 125–6
eco-efficient services and products 72
ecopreneurship 10–11, 28
antecedents of 144–5, 147–9, 151, 172, 175, 176, 184–96
and constructive dissatisfaction 169
Cultural factors 144, 176
definition of 141, 143–4
ecoinitiatives 202, 215
and Environmental management (EMS) 141–76
European Eco-Management and Audit Scheme see EMAS
important predictors of 172
International Standard for Environmental Management Systems (ISO 14001) 141
organizational climate for 145–6
resources 145
training 146–7
educational programmes commercially sponsored 261
Egri, C.P. 197, 201
EIU 101
Electricity Feed-in Law (StrEG) (Germany) 293
electronic commerce (Internet) 9
EMAS 141
Emergency Planning and Community Right to Know Act 1986 (USA) 275
EMS 10–11, 141, 142
impact of 165–8
influence on ecopreneurship 149–76
research methodology 153–7, 183
research results 157–75
energy service companies see ESCOs
ENPD 119, 120–21, 126, 130, 135
entrepreneurship 8–10, 14–15, 28
barriers to growth 102–6
business models see business models
business support needs 111–13
business support services 113–14
customer confidence in 111
definition of 30–32, 98
design team input 130–31
ecopreneurship see ecopreneurship
trepreneurs 14–15, 18
female 15
as institutional challengers 266
role in sustainability 49, 55
sustainable 31
environmental 29, 101, 121
and environmental opportunities 121
European Eco-Management and Audit Scheme see EMAS
finance see finance
and government involvement 259
lack of expertise in resource saving 71
management competence 58–9, 100, 213–14
management personality 56–7, 65, 100
Mitka case study 120, 123–35
models 52
neo-institutional theory 54
new product development see NPD
opportunities for 99
Index

orientation 55
proactive environmental management 200–203
product and market factors 100–101
R&D funding 104, 105
resource-based view 53–4
social 29
stakeholder theory 52–3
sustainable 30–43
theory 51–2
value of technological competence 59
see also EMS; sustainable development (SD); venture capital
evironment 10–11, 119–20
ambition, environmental 121, 129, 134, 135
bioneers 28, 31, 34, 35, 36–7
black list 12
as complex 203
concern, environmental 121
corporate approach to issues 2, 34, 97, 120
driven innovation 119–35
as dynamic 203
environmental management 28, 130, 149, 200–203, 204–5, 213–14
in hotel industry 230
systems see EMS
environmental practices
case study see quality
and customer satisfaction 228–47
and SQP 227–8
environmental product attributes 122
environmentally friendly alternatives 260
government regulatory control 27, 275
green products in established businesses 249–68
as hostile 204
ill-defined concerns about 120
International Standard for Environmental Management Systems (ISO 14001) 141
Mitka case study 123–35
new product development see ENPD
policy on 17–18
pollution of 200–201, 227
proactive environmental management 200–203, 248–9
and technology 197
problems caused by companies 27
SMEs used in study of environmental innovation 101–114
threat to world 248
TQEM (total quality environmental management) see quality
environmental information disclosure 276–8
Environmental Innovation Unit see EIU
environmental management system see EMS
ESCOs 73, 75, 76, 83, 84, 85, 90
European Eco-Management and Audit Scheme see EMAS
European Union, environmental black list 12
Fernández, E. 201, 213
Fichter, K. 35, 38
Filion, L.J. 56
finance 4, 9, 81–5, 89, 90, 99–100, 106, 110, 111
Fouts, P.A. 205
Freeman, R. 52–3
Geroski, P. 40
Gibson, R.J. 292
green products 249–68
growth, barriers to 101, 102–6
halo effect 240
Hamilton, J.T. 276, 278, 279, 285
Harrison, N.S. 201
Hart, S.L. 200, 213
Herman, S. 197, 201
high performance work system see HPWS
Hoffman, A. 251
HPWS 11, 198, 199–200, 203, 204–5, 211, 215
HPWS and proactive environmental management
  case study 205–214
  discussion 211–13
  management implications 213–14
  methodology 205, 207–9
  questionnaire 206–7, 221–4
  results 209–213
human resource management (HRM)
  197–9, 199, 200, 201, 202, 203, 208, 212, 227
Huselid, M. 199, 200, 208
Hutten, E.H. 240
ICT, and venture capital 290
independent consultants 263
innovation
  adoption of by firms 250–68
  and business competition 249
  customer adoption of 16–17
  design team input 130–31
  environment driven 119–35
  as incremental 97
International Standard for Environmental Management Systems (ISO 14001) 141
marketing of 16–17, 27
Mitka case study 123–35
new product development 120, 121, 124, 135
  from outsiders 98
  problems faced 12, 98, 115
  product and market factors 100–101
  radical 5, 122–3, 134
Small Business Innovation Research (SBIR) 117, 292
  sustainable 6, 11–12, 16–17, 38–43, 292
insurance premiums 277
Integrated Pollution Prevention Control (IPPC) 91, 275, 281
Integrated Pollution Prevention and Control research see pollution
International Standard for Environmental Management Systems (ISO 14001) 141
internet 9
intrapreneurship see sustainability
investment 12–13, 17–18, 277, see also venture capital
IPPC 91, 275, 281

Journal of Business Venturing 295
Kahneman, D. 294
Kasemir, B. 293
Khanna, M. 278, 287
Konar, S. 278
Lawrence, T.B. 252
MacMillan, I.C. 293
management
  human resource (HR) 197–9, 200, 201, 202, 203, 208, 212, 227
  sustainable 32–43, 56–9
market development and technology 115–16
market value of companies and environmental information disclosure 276–8
Markides, C. 40
MASCO business model see business models
material efficiency business models 9, 77–8
Material Safety Data Sheets see MSDS
Milstein, M.B. 42
Mitka case study 120, 123–35
Motiva 91
MSDS 80
multivariate regression model see MVRM
Muzyka, D. 294
MVRM 13, 281, 284, 285, 286
neo-institutional theory 54
new product development (NPD) 120, 121, 124, 135
NGO 1, 15, 27
niche-market suppliers 36, 37
non-governmental organizations see NGO
NPD 120, 121, 124, 135
Oliver, C. 54, 59
ONE 2
Organization and Environment 248
organizational fields 251, 256, 266
organizations, in concrete production 253–4
Organizations and the Natural Environment division of Academy of Management see ONE
personnel, as key asset of firm 198–9
pollution 200–201, 227
   Emergency Planning and Community Right to Know Act 1986 (USA) 275
environmental disclosure research 279–86
European Pollutant Emission Register see EPER
information disclosure 277
Integrated Pollution Prevention and Control see IPPC
Integrated Pollution Prevention and Control research 279–86
methodology 179–282
result analysis 283–6
Toxic Release Inventory see TRI
proactive environmental management 200–203, 204–5
proactive work practices 199
product certification 116
professional associations 258
quality
case study
   methodology 231–5, 241, 245–6
   questionnaires 233–4, 247
   results 235–9
and customer satisfaction 228–47
SQP, and environmental practices 227–47
TQEM 228
TQM (total quality management) 207, 228

R&D funding 104, 105, 112
Ramus, C.A. 197, 202, 211–12, 213

RBV 53–4, 58, 197, 198, 203, 211
regulatory agencies 253
research 3, 4, 5, 7, 11, 17, 51
   business models 74–7
   MASCO model 75–8
   design 73–4
   EIU investigation into SMEs 101–114
   main themes 7
programmes in concrete industry 264
R&D funding 104, 105, 112
resources
   human see HRM
   misuse of 71
   resource saving, lack of expertise by firms 71
   resource-based view of firms see RBV
   use of natural 71
   valuable, rare, imperfectly imitable and non-sustainable see VRIN
Rogers, E.M. 249, 250
Rothenberg, S. 202, 211–12, 213
Ruiz-Quintanilla, S.A. 211–12
Russo, M.V. 201, 205
Schein, E.H. 148–9
Schumpeter, Joseph 28, 30
SD see sustainable development
services
   product based 72
   result orientated 72
   service providers 89–91, 229–30, 241
   service quality see quality
   use orientated 72
Shrivastava, P. 56, 228
Sigle, M.A. 37
Silicon Valley 1, 6
Small Business Innovation Research (SBIR) 117, 292
small and medium enterprises see SME
SMEs 8–9, 49–66
   in Canada 53, 66
   and entrepreneurship 51–2
   international comparison between 66
management competence 58–9
management personality 56–7
outcomes of engagement in sustainable development (SD) 60–64
pressures on 49
stakeholder pressure on management 57–8
strategies for sustainable development 60
used in study of environmental innovation 101–114
willingness to implement sustainable strategies 49
SQP 227–47
stakeholder theory 52–3
Steger, U. 197, 202, 211–12, 213
suppliers
bioneer 36–7
niche-market 36
sustainability
alternative scene social movement 35–6
business models 15
central to core business activities 35
corporate 1–3
corporate venturing and intrapreneurship 10–11, 15–16
entrepreneurship see entrepreneurship
factors in emergence of companies adopting 38–43
finance issues 4
corporate venturing and intrapreneurship 10–11, 15–16
entrepreneurship see entrepreneurship
factors in emergence of companies adopting 38–43
finance issues 4
five components of 50
gender issues 15
goals 33–4
government support for 10, 39
increasing awareness of 3
innovation 6, 11–12, 16–17, 38–43, 292
investment 12–13, 17–18
management 32–43, 56–9
marketing 11–12, 15–16
neo-institutional theory 54
policy 12–13, 17–18
public debate on 1
research see research
resource-based view 53–4
stakeholder pressure on management 57–8
strategic management literature 3, 4
sustainable management see sustainable development (SD)
sustainable development (SD) 27, 50–51, 55–66
finance see finance
international comparison between SMEs 66
lack of expertise in resource saving 71
orientation 55
outcomes of engagement in 60–64
performance indicators 64
strategies for 60–62
value of technological competence 59
see also entrepreneurship
tax incentives 114–15
technology
clean, investment in 111
design team input 130–31
emerging clean technology industries 4
investment in 214
and market development 115–16
Mitka case study 123–35
obstacles to clean technology 9
and proactive environmental management 197
product certification 116
radical innovation 5
solar photovoltaic industry 4
value of technological competence 59
wind turbine industry 4
see also innovation
TNO 124, 125–6
total quality management (TQM) see quality
Toxic Release Inventory see TRI
TQM 207, 228
TRI 275, 276, 278, 285
TUDelft 124
Tversky, A. 294
Tyebjee, T.T. 293–4
<table>
<thead>
<tr>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>VC see venture capital</td>
</tr>
<tr>
<td>venture capital</td>
</tr>
<tr>
<td>and government policy 304</td>
</tr>
<tr>
<td>and ICT 290</td>
</tr>
<tr>
<td>investments 290</td>
</tr>
<tr>
<td>and lobbying 296</td>
</tr>
<tr>
<td>and OECD report 292</td>
</tr>
<tr>
<td>and regulation 290–93, 304</td>
</tr>
<tr>
<td>research methodology 297–9</td>
</tr>
<tr>
<td>research on 294–5</td>
</tr>
<tr>
<td>and risk management 293–7, 299–303</td>
</tr>
<tr>
<td>venturesome consumption 6</td>
</tr>
<tr>
<td>VRIN 53–4</td>
</tr>
<tr>
<td>Wirtz, J. 240</td>
</tr>
<tr>
<td>WRAP 114</td>
</tr>
<tr>
<td>Zobel, T. 202, 211–12, 213</td>
</tr>
</tbody>
</table>