

Foreword

In September 2015 world leaders gathered in New York at the United Nations Sustainable Development Summit. The Sustainable Development Goals will guide development activities for coming decades. Sustainable development has been debated as a topic of emergent concern at various world conferences, seminars and meetings over the last three decades, but now with clear and mounting scientific evidence for human-induced climate change and biodiversity decline the issue of sustainability has gone from being 'emergent', to becoming an emergency. On the path to sustainability the economic sector and particularly multinational enterprises (MNEs) will have to play a central role. As the main engines of wealth creation they are vital to the success of every country's development agenda, but doing business as usual is not an option any longer, because it is accompanied by unsustainable levels of social and economic inequalities and ecosystem degradation.

This book, *Emerging Dynamics of Sustainability in Multinational Enterprises*, is an outcome of past debates as it addresses the issues of creating a liveable inclusive society to ensure a better quality of life for all. In this context, emerging nations including India face particular challenges and problems that need redress. After three decades of reforms and convergence towards globalization, it is pertinent and ethical for MNEs to address sustainable development. This book places more emphasis on the Indian story, giving insights into sustainable development and how MNEs and other enterprises are responding to this in their business models. At the same time it tries to explore alternative business models from other parts of the world (such as Africa) that can ensure sustainable development globally.

This special edition brings together scholarly contributions dealing with multidimensional aspects of MNE sustainability to maintain a balance between their economic motives and concerns for society. Business research experts and practice-driven contributors examine the present-day dynamics of MNEs involving innovative techniques, alternate business models, technology integration, economic development and the societal strategies for achieving long-term sustainability. Taking a balanced and multidimensional approach, this book discusses a wide range of literature, opinions,

empirical models and case studies dealing with complex dimensions of the thematic issues.

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