

**GREEN BEHAVIOR AND CORPORATE  
SOCIAL RESPONSIBILITY IN ASIA**

# **GREEN BEHAVIOR AND CORPORATE SOCIAL RESPONSIBILITY IN ASIA**

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# Foreword

This edited book is an enthusiastic celebration of 16 cases related to green marketing, ecotourism, green human resource practices, green organization, corporate social responsibilities (CSR), social entrepreneurs, and philanthropy. This captivating book introduces its readers with different Asian countries' green and CSR-related issues in real-life settings. On top of that, there are innumerable vignettes that interweave the concepts and practices in a very appealing way.

The book, entitled, *Green Behavior and Corporate Social Responsibility in Asia*, demonstrates clearly the impact we can have on our own destiny through adopting green, sustainability, and CSR approaches. This book is destined to play a major role in exciting, motivating, and educating students and practitioners from around the globe who will be leaders of the next generation.

Although the emphasis of this book is to enhance classroom learning, it will also serve as the delight for readers who are interested to know more about green, sustainability, and CSR issues based on an Asian perspective. There is a growing need for reading and understanding the challenges faced by managers from the perspective of a developing country. Compared to the developed countries, the documentation of such cases is very few. In this regard, this book serves the purpose.

While exposing readers to such important, relevant, and current issues, the book conveys the material clearly through both practical examples and managerial decision-making dilemmas. Also, the problems and prospects of embracing green, sustainability, CSR, and philanthropy concepts are also highlighted.

I am confident that many readers will enjoy reading this book and gain a boarder perspective of green, sustainability, and CSR-related issues.

Nur Naha Abu Mansor, PhD  
Professor and Dean  
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UnviersitiTeknologi Malaysia  
August 20, 2018

# Preface

The concern over sustainability of the human race is a global phenomenon. Overconsumption of natural resources, air and water pollution, and aggressive expansion of industries has made individuals worried about the quality of life and well-being of future generations. Not only this, the depleting rate of natural resources signals that mankind needs to behave differently. Instead of following the need gratification motive, present-day consumers are embracing the concept like “less is more” and are motivated by “reuse, reduce, and recycle,” as well as concepts such as “go green”. Moreover, the concern over others’ welfare greatly influenced the act, for example, corporate social responsibility. It is reflected in every aspect of the human behavior be it in the organization or in daily consumption activity. However, the change is not moving in the same direction in different parts of the world which calls for more discussion on the issue. For many cultures, discussion on environmentally significant behavior and sustainable consumption is comparatively new which certainly requires further investigation in a different context and a different cultural setting.

The strategic approach of marketers, managers, as well as policymakers needs to be changed based on the recent changes in the global economy and as a response to the outcry for environmental welfare. There are numerous studies that are conducted in the perspective of a developed country, whereas little attention has been paid to the developing country aspect, which this book attempts to address. Considering this, this book, *Green Behavior and Corporate Social Responsibility in Asia*, showcases 16 cases that outline different aspects of green behavior and corporate social responsibility of seven Asian countries – Malaysia, Brunei, Turkey, Pakistan, India, Sri Lanka, and Iran. This edited book attempts to broaden the perspective of latest trend on “environmentalism” and “social welfare” such as “green organizations,” “green human resources management practices,” “ecotourism,” “MySaveFood,” “recycling–reuse,” “waste management practice,” “green space,” “green building,” “no-plastic campaign,” “green certification” “care for animals,” and “corporate social responsibility.” This book is divided into two sections as follows:

- green aspects including green behavior, green organization, green HR, ecotourism, and waste management and
- corporate social responsibility and philanthropy.

This book is unique in two major aspects: (1) it focuses on environment as well as corporate social responsibility and (2) it provides insight from an Asian-country perspective. This book is relevant to Marketing, Organization Behavior, Human Resource Management, and Corporate Social Responsibilities

disciplines and can serve as a guide for academicians, practitioners, and policymakers.

Not only this, *Green Behavior and Corporate Social Responsibility in Asia* will provide a broader aspect to think “out of the box.” Furthermore, the topics that are covered in this book highlight the latest issues, which are care for the environment and corporate social responsibility. The audience of this book will gain benefit by gaining insight from different Asian cultures.

# Acknowledgment

First and foremost, all praises be to the Creator Almighty, the most merciful, the most benevolent, for His guidance and blessings for giving us the inspiration and opportunity to embark on this project and to make this dream a reality.

We believe the traditional consumption activities no longer follow a linear path. It is now shaped by global changes and baked by different kinds of wants and demands which deserve researchers' attention to discuss more to understand its micro- as well as macro-level impacts. Driven by this thought, we attempted to explore the issue more and came up with the idea of this edited book concerning green behavior and corporate social responsibility from an Asian perspective. Many people have contributed to the creation and completion of this book.

We would especially like to thank all chapter contributors who have diligently addressed reviewers' feedback and amended the chapters several times. We also express our humble gratitude to the companies that have provided their invaluable information to write cases about their company issues. We are indebted to those who provided us their support and feedback to improve the quality of this book.

It has been a great pleasure to work with the Emerald Publishing team. Thank you very much for your continuous support and cooperation. Special appreciation goes to our family members for their unconditional love and support to allow us to devote ourselves to the completion of this case book.

Finally, we hope that our readers will find this book interesting, relevant, and insightful.

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