

APICS2013

Green Actions and Reactions

Frank Montabon – Iowa State U.
Dave Cantor – Iowa State U.
Jing Dai – Western Connecticut
State University



Motivation

- What causes a firm to implement sustainability?
- What actions does a firm take in response?
- How do you measure that?



Why adopt sustainability?

- Stakeholder pressure
- Competitive advantage
 - Capabilities (e.g., Prius)
 - Regulations
- Intrinsic
- Extrinsic



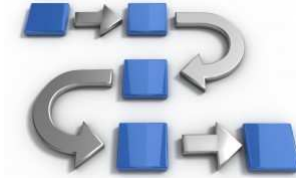
How do you measure?

- Current methods are okay, but
 - Socially desirable responding
 - CMV
 - > 400 Green certification systems as of August 2013



Methodology

- Survey
- Selection of reports
- Analysis method



Findings



Our idea – currently in process

- What are firms saying and doing?
- What are their competitors saying and doing?



- Corporate reports

Conclusions and Next Steps



Survey



<http://tinyurl.com/lr3pjct>