

Sustainability Beyond Business: The impacts of businesses on a sustainable world

A brief description of the research theme

This research theme covers an investigation of businesses, business units, business environments and their interactions with the wider world. The focus will be on the impacts on the triple bottom line of sustainability: economy, society, and environment. Researchers can also use the 17 millennial sustainable development goals (SDGs) as a guiding principle.

Some existing literature our division has published:

- [Interactions between places and businesses] Taecharungroj, V. (2019). User-generated place brand identity: harnessing the power of content on social media platforms. *Journal of Place Management and Development*.

- [External conditions for entrepreneurship] Rodrigues, I. P. (2017). Innovative Entrepreneurship in the Tourism Sector: New Insights on the Role of the Development Context. *CHIANG MAI UNIVERSITY JOURNAL OF ECONOMICS*, 21(1), 53-88.

- [Independent directors and CSR investment] Chintrakarn, P., Jiraporn, P., & Treepongkaruna, S. (2020). How do independent directors view corporate social responsibility (CSR) during a stressful time? Evidence from the financial crisis. *International Review of Economics & Finance*, 71, 143-160. - [CSR investment during a crisis] Sakunasingha, B., Jiraporn, P., & Uyar, A. (2018). Which CSR activities are more consequential? Evidence from the Great Recession. *Finance Research Letters*, 27, 161-

- [Innovation for cultural heritage] Sakdiyakorn, M., & Sivarak, O. (2016). Innovation management in cultural heritage tourism: Experience from the Amphawa waterfront community, Thailand. *Asia Pacific Journal of Tourism Research*, 21(2), 212-238.

- [The actions of banks on climate change] Buranatrakul, T., & Swierczek, F. W. (2018). Climate change strategic actions in the international banking industry. *Global Business Review*, 19(1), 32-47.

- [Culture and retailing] Vukadin, A., Wongkitrungrueng, A., & Assarut, N. (2018). When art meets mall: Impact on shopper responses. *Journal of Product & Brand Management*.

This theme deepens the interface between sustainability and business research.