

# Intellectual Capital as a Precursor to Sustainable Corporate Social Responsibility

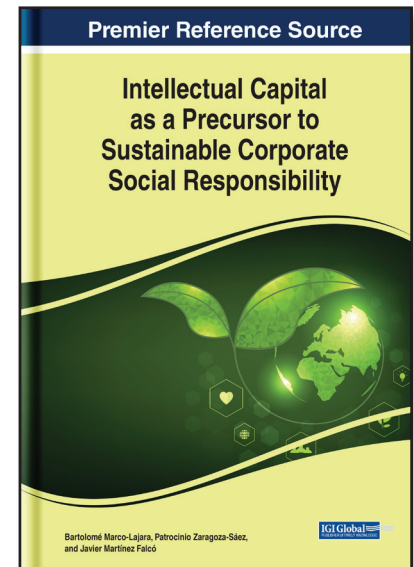
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Bartolomé Marco-Lajara (University of Alicante, Spain),  
Patrocinio Zaragoza-Sáez (University of Alicante, Spain) and  
Javier Martínez Falcó (University of Alicante, Spain)

## Description:

In an increasingly changing and complex environment, sustainable development, corporate social responsibility, effective knowledge management, and intellectual assets represent the basis of today's innovations and therefore the new ways for organizations to compete in the marketplace. In this regard, organizations need to incorporate a sustainable approach to their operations because there is a growing awareness of environmental issues among customers. They are faced with increasingly stringent environmental regulations, and the development of sustainable practices can lead to sustainable competitive advantages over time.

**Intellectual Capital as a Precursor to Sustainable Corporate Social Responsibility** provides a body of research that explores the theoretical and practical aspects of linking corporate profitability, intangible assets, corporate social responsibility, and sustainability with respect to business management practices. Covering topics such as green intellectual capital, ecology of organizations, and green knowledge, this premier reference work is an essential resource for business practitioners, small business owners, entrepreneurs, students and educators of higher education, librarians, researchers, and academicians.



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## Topics Covered:

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Corporate Social Responsibility  
Ecology of Organizations  
Green Intellectual Capital  
Green Knowledge

Green Technological Innovation  
Organizational Innovation  
Social and Intellectual Capitals  
Social Responsibility Practices  
Sustainable Intellectual Capital

**Subject:** Business and Management

**Classification:** Edited Reference

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**Research Suitable for:** Advanced Undergraduate  
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