

Chapter 1


Sustainable Organisational Cultures Basing Green Management Innovation and Leadership Transformation

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ABSTRACT

Sustainable organisational cultures focus on green management innovation and leadership transformation to tackle environmental and social challenges. These organisations integrate eco-conscious values to enhance efficiency and sustainability. Core strategies include green marketing, eco-friendly production, and using sustainability metrics for transparency. Leaders drive change by modelling values, engaging employees, and fostering transformation. Advanced technologies like AI, IoT, and blockchain optimise resources and support sustainable innovation. Despite high costs and resistance, these practices enhance efficiency, customer satisfaction, and resilience. Future efforts emphasise collaboration, technological

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advancements, and alignment with global goals to embed sustainability into core values, ensuring competitive advantage and societal impact.

1 INTRODUCTION

Sustainable organisational cultures have gained prominence as businesses prioritise green management innovation and leadership transformation to address environmental and social challenges. Organisations adopting sustainable practices aim to enhance operational efficiency while fostering an eco-conscious workforce and leadership. Green management innovation and leadership transformation are pivotal in embedding sustainability into organisational culture and driving long-term value creation (Bansal, 2020).

2 PROBLEM STATEMENT

With environmental and social issues gaining in criticality, an emerging demand exists to embed sustainability into core operations and culture. Most traditional models lack comprehensive mechanisms for aligning operational efficiencies, leadership strategies, and green innovation with global goals; instead, they focus on fragmented practices. Even advanced technologies such as AI, IoT, and blockchain have highly fragmented integration into fostering sustainable cultures. The challenges are inconsistencies in implementing ESG/GRI metrics, resistance to change, and high cost. Companies need a holistic framework that connects advanced technologies, leadership transformation, and sustainability metrics to drive resilience, innovation, and global sustainability goals in concert with prevailing inefficiencies and changing societal demands.

3 OBJECTIVES

1. To examine the role of leadership, technology, and collaboration in driving sustainability
2. To address barriers and establish mechanisms for continuous improvement
3. To develop a comprehensive theoretical framework for sustainable organisational cultures

4 METHODOLOGY

The secondary data selected for the meta-framework was more recent, relevant, and authentic. Sources from the past 5-10 years have highlighted several sustainability trends, such as ESG reporting, AI, and blockchain (Saleh & Atan, 2021; Vargas-Hernández & López-Lemus, 2021). Relevance would relate to leadership strategy and metrics, including but not limited to analysis of the effects of transformational leadership in green innovation (Gürlek & Tuna, 2018) and cases such as energy-saving programs at Google. Ensured authenticity through peer-reviewed journals, reports from UN, GRI, and others (Mingaleva et al., 2022). ESG, combined with GRI frameworks with the help of SDGs, enables transparency, leadership transformation, and continuous improvement (Senbeto & Hon, 2021).

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