
Sustainability: Opportunity or Responsibility?

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ABSTRACT

We challenge the idea of framing sustainability as an opportunity for business. We take the position that sustainability is a moral imperative. The sustainability as opportunity frame implies that it is a choice. We argue that the traditional approaches to sustainability manifested in the triple bottom line and the business case are deeply flawed. They provide the opportunity to managers to opt out of sustainability initiatives if the business case is not proven. We advocate a values, commitment and responsibility driven approach to sustainability as a means to making sustainability sustainable. We propose self-imposed constraint based approach to sustainability.

Keywords: Responsibility, Values, Principles, Constraints