CORPORATE SUSTAINABILITY LEADERSHIP: A CASE STUDY

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ABSTRACT
Today society needs committed and creative leaders leading organizations to promote a world in which economic development is attained for the benefit of all simultaneously conserving the planet's natural capital and improving people's living conditions. Corporate sustainability requires a powerful corporate leadership culture where employee energy, passion, and intellectual capital can flourish in support of an organization’s objectives.

Sustainable leadership which matters, spreads and lasts is a shared responsibility that does not unduly deplete human or financial resources rather cares for and avoids causing damage on the educational and community environment. Sustainable leadership and improvement are about the future and the past. They do not treat people’s knowledge, experience and careers as disposable waste but as valuable, renewable and re-combinable resources. In this context, Sustainability leadership plays a vital role for the growth, development and survival of an organization.

Amid this background, the present paper endeavors to study the concept of sustainability leadership, Challenges faced by the corporate leaders, implementation of strategies for corporate leadership and a case study of a global corporate leader of India, Mr. Anil Agarwal, Chairman of Vedanta Group, who has honoured as the Economic Times Business Leader of the Year 2012.

KEY WORDS: Business, Corporate, Creative Leaders, Leadership Culture, Sustainable leadership.

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