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Ethical Practices, Eco-centric Business and Environmental Sustainability

Angelo Nicolaides

***Graduate School of Business Leadership, UNISA, South Africa
E-mail: nicola@unisa.ac.za***

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ABSTRACT This paper proposes that without ethical practices, no business irrespective of size, can hope to be sustainable. The researcher has examined how the business literature has addressed a range of issues such as for example social responsibility, environmental ethics and sustainable development. This paper thus looks at moral responsibility and the non-commonsensical scope of environmental business relations and considers business strategy and its role in global sustainability, and suggests the application of a transformational eco-centric approach to business activities. It is prescriptive in nature and thus normative since it suggests practical guidelines based on accountable ethical value. By adopting ethical practices and by having ethically driven leaders, creativity and careful strategies in environmental matters, businesses will be able to generate wealth within legal and value-motivated boundaries which do not compromise the sustainability of future generations.