

# Sustainability and Firms: Past Evolution and Future

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## **Abstract:**

Managers, activists, policy makers, and scholars have debated for decades about how firms influence global sustainability. Growing concern about the effects of firms on the natural environment have reignited interest in this question. On one hand, multiple neo-institutional scholars have found that market requirements have already made a great impact on the environmental strategies and behavior of firms; on the other hand, social scholars highlight that any type of value change in society that markets and social movements can bring about is not enough and call for more specific progresses. Thus, in the past decades, a vast new literature has arisen that focuses on the description of various types of sustainability in firms. This talk will review the main features of sustainability in firms in the last 20 years. While this literature generally views progresses as having a potential positive influence, scholars have also pointed to numerous problems. Prof Aragón-Correa will use his editorial experience and strong environmental expertise to provide a vivid description of the relationships between sustainability and firms in the last decade. This description will be useful to understand the main pending issues and identify how the sustainable firm should be in the future.