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Responsible Leadership and Corporate Social Responsibility:: Metrics for Sustainable Performance

Francisco Sz kely ... Marianna Knirsch

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Many companies have initiated a variety of sustainable development initiatives to address the demands and expectations of society. Although most analysts argue that these initiatives contribute to making businesses more profitable, there are many managers who are not yet convinced of the validity of this argument. The reason is that most sustainable development initiatives have been developed in isolation of business activity and are not yet directly linked to business strategy. One way to strengthen the link between the two is to measure the extent to which a company's performance increases as a result of implementing sustainable development initiatives. This article examines the best available metrics used by twenty major German companies to measure sustainability.



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Keywords

Sustainable performance; Metrics for sustainability; Leadership; German companies

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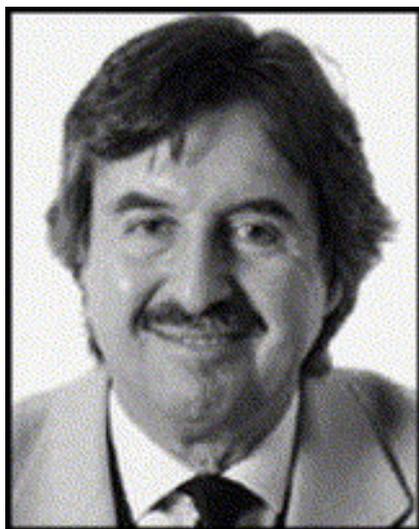
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FRANCISCO SZÉKELY, *ESMT European School of Management and Technology Schlossplatz 1, 10178 Berlin, Germany. E-mail:*szekely@esmt.org

Francisco Székely is Adjunct Professor of Sustainable Leadership at ESMT European School of Management and Technology, Berlin, and Visiting Professor and Member of the Board of Copenhagen Business School. He specialises in business sustainability, environmental management, technology assessment and



MARIANNA KNIRSCH, *ESMT European School of Management and Technology*
Schlossplatz 1, 10178 Berlin, Germany. E-mail:knirsch@esmt.org

Marianna Knirsch is Research Assistant to the Metrics for Sustainable Performance Project at ESMT, Berlin. Her previous experience includes working for a number of international aid agencies in the field of humanitarian relief projects.

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