Abstracts

Implementing Sustainability in Service Operations at Scandic Hotels

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Abstract

This paper explores two unusual aspects of sustainable business that to date are rare in the existing literature. First, sustainable strategies and practices can be just as useful in service operations as in manufacturing operations; and second, such strategies and practices can support a corporate turn-around effort. The case of Scandic Hotels is used to illustrate these points. Other more conventional benefits of sustainable business practices are explored, and future research questions are suggested.