

Posters

Impact of ISO 14000 on Business Performance and Sustainability

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Abstract

Ever since the Conceptualization of ISO 14000 system of standards during the early 90's, there has been a wide acceptance of this by companies all over the world. This system is primarily implemented to exemplify that the company has a well-defined Environmental Management System in place and is striving towards compliance and continual improvement in Environmental Performance. At the same time the certification is known to bring about a huge marketing advantage too. In fact, in many instances, companies take the certification to increase market opportunities, global visibility and enhance corporate image with the hope of attaining more and more competitive edge. In all these endeavors, the aspect of attaining the mission of sustainable development and Environmental Protection does not really get mentioned or talked about. In the research

under consideration, it is this linkage, between the ISO 14000 certification and Sustainability, which is investigated ---- to check if really the system does lead to Environmental Performance, Compliance, Marketing Advantage and, beyond all of these, to the Fulfillment of Social Commitment and Sustainability. The poster which is being presented, on the above research, comprises five sections:

Section 1

In this section we give the Objective of the Research, Instruments used and Methodology, with the survey carried out over four countries: Philippines, Indonesia, Malaysia and Thailand.

Section 2

Here we describe the well known ISO 14000 framework, including the components like Policy, Planning, Aspects, Objectives and Targets, EMS, Training etc. This is the theoretical model depicting the PDCA loop, which the system stipulates.

Section 3

In this section we give a diagrammatic causal model using LISREL as to how the different components lead to Environmental Performance. The model which emerged upon analysing the data from the survey, actually conforms to a closed loop encompassing the latent constructs: Aspects, Objectives and Targets, EMS, EMS Performance, Training, Checking and Corrective Action Environmental Performance.

Section 4

Here we present another causal Model with the ISO 14000 constructs leading to Competitive Edge. The model which emerged and is presented is as follows: Internal Communication, External Communication, Checking and Corrective Action, Corporate Image, Competitive Edge.

Section 5

In this section we present our final model, the one linking Environmental Performance, Compliance, Corporate Image, Competitive Edge and, above all of these, Fulfillment of Social Commitment and Sustainability. The model clearly brings out that ISO 14000 does not only enhance Environmental Performance and Competitive Edge, but also leads the organisation towards Sustainable Development.