

Decision Making about the Environmental Management Implementation: Incentives and Expectations

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Abstract : Environmental management implementation is presently one of the ways of organization success and value improvement. Increasing an organization motivation to environmental measures introduction is caused primarily by the rising pressure of the society that generates various incentives to endeavor for the environmental performance improvement. The aim of the paper is to identify and characterize the key incentives and expectations leading organizations to the environmental management implementation. The author focuses on five businesses of different size and field, operating in the Czech Republic. The qualitative approach and grounded theory procedure are used in research. The results point out that the significant incentives for environmental management implementation represent primarily demands of customers, the opportunity to declare the environmental commitment and image improvement. The researched enterprises less commonly expect the economical contribution, competitive advantage increase or export rate improvement. The results show that marketing contributions are primarily expected from the environmental management implementation.

Keywords : environmental management, environmental management system, ISO 14001, Czech Republic

Conference Title : ICBFTM 2014 : International Conference on Business, Finance and Tourism Management

Conference Location : London, United Kingdom

Conference Dates : December 22-23, 2014