Accepted Manuscript

How do companies reduce their carbon footprint and how do they communicate these measures to stakeholders?

Cleaner Production

Elfriede Penz, Pia Polsa

PII: S0959-6526(18)31616-0

DOI: 10.1016/j.jclepro.2018.05.263

Reference: JCLP 13120

To appear in: Journal of Cleaner Production

Received Date: 22 May 2017

Accepted Date: 29 May 2018

Please cite this article as: Elfriede Penz, Pia Polsa, How do companies reduce their carbon footprint and how do they communicate these measures to stakeholders?, *Journal of Cleaner Production* (2018), doi: 10.1016/j.jclepro.2018.05.263

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

How do companies reduce their carbon footprint and how do they communicate these measures to stakeholders?

Elfriede Penz ¹

Pia Polsa²

¹ Dr. Elfriede Penz, MAS, EurPhD (corresponding author) Institute for International Marketing Management WU Vienna Welthandelsplatz 1, 1020 Vienna, Austria elfriede.penz@wu.ac.at

² Dr. Pia Polsa Hanken School of Economics Department of Marketing Arkadiankatu 22, 00100 Helsinki, Finland pia.polsa@hanken.fi

Acknowledgement:

We would like to thank Rafael Stary for help in the research project.
This research is associated with the Strategic Research Council's Project CORE (313013 + 313017).

Download English Version:

https://daneshyari.com/en/article/8094430

Download Persian Version:

https://daneshyari.com/article/8094430

<u>Daneshyari.com</u>