

367 The Ethical Dimensions of the Business Case for Sustainability

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Abstract This article examines the ethical dimensions of the business case for sustainability.

It argues that the business case for sustainability is not a single, coherent, and

unambiguous concept, but rather a collection of diverse and sometimes conflicting

claims. It suggests that the business case for sustainability is a complex and

multifaceted phenomenon that is shaped by a variety of factors, including the

interests of different stakeholders, the nature of the business, and the broader

social and economic context. It argues that the business case for sustainability

is not a static concept, but rather a dynamic one that evolves over time and

in response to changing circumstances. It suggests that the business case for

sustainability is a complex and multifaceted phenomenon that is shaped by a

variety of factors, including the interests of different stakeholders, the nature