

INTERNATIONAL JOURNAL OF SOCIAL ECOLOGY AND SUSTAINABLE DEVELOPMENT

April-June 2013, Vol. 4, No. 2

Table of Contents

SPECIAL ISSUE ON SUSTAINABILITY REPORTING

EDITORIAL PREFACE

- i *Elias G. Carayannis, Department of Information Systems & Technology Management, George Washington University, Washington, DC, USA*
Tim A. Majchrzak, European Research Center for Information Systems, Department of Information Systems, University of Münster, Münster, Germany
Imke Wasner, European Research Center for Information Systems, Department of Information Systems, University of Münster, Münster, Germany

RESEARCH ARTICLES

- 1 **Sustainability Reporting in State Universities: An Investigation of Italian Pioneering Practices**
Benedetta Siboni, Department of Management, University of Bologna, Bologna, Italy
Carlootta del Sordo, Department of Management, University of Bologna, Bologna, Italy
Silvia Pazzi, School of Economics, Management and Statistic, University of Bologna, Bologna, Italy
- 16 **Using Sustainability Reports as a Method of Cause-Related Marketing for Competitive Advantage**
John Kenneth Corley, Computer Information Systems, Appalachian State University, Boone, NC, USA
Sandra A. Vannoy, Computer Information Systems, Appalachian State University, Boone, NC, USA
Joseph A. Cazier, Computer Information Systems, Appalachian State University, Boone, NC, USA
- 34 **Sustainability Performance and CSR Disclosure: The Missing Link**
Siyuan Seth Li, Terry College of Business, University of Georgia, Athens, GA, USA
Marie-Claude Boudreau, Terry College of Business, University of Georgia, Athens, GA, USA
Mark Huber, Terry College of Business, University of Georgia, Athens, GA, USA
Richard T. Watson, Terry College of Business, University of Georgia, Athens, GA, USA
- 48 **The Implementation of Sustainability Reporting in SGR Group: Some Challenges of Transition from “Greenwashing” to Relational Change**
Maria-Gabriella Baldarelli, Department of Management, University of Bologna, Bologna, Italy
Mara Del Baldo, Department of Economics, Society and Politics, University of Urbino “Carlo Bo”, Urbino, Italy
- 73 **Sustainability Reporting by Outdoor Equipment Vendors**
Imke Wasner, European Research Center for Information Systems, Department of Information Systems, University of Münster, Münster, Germany
Tim A. Majchrzak, European Research Center for Information Systems, Department of Information Systems, University of Münster, Münster, Germany
- 99 **Investing in Sustainability: A Practice-Oriented Approach to Analyze IT-Investments in Sustainability Reporting Systems**
Christoph Beckers, Department of Information Management, Georg-August-University of Göttingen, Göttingen, Germany
Oliver Marz, Business Development Retail and Logistics, CSB-System AG, Geilenkirchen, Germany
Lutz M. Kolbe, Department of Information Management, Georg-August-University of Göttingen, Göttingen, Germany

Copyright

The *International Journal of Social Ecology and Sustainable Development* (ISSN 1947-8402; eISSN 1947-8410). Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Social Ecology and Sustainable Development* is currently listed or indexed in: Bacon's Media Directory; Cabell's Directories; Google Scholar; INSPEC; JournalTOCs; MediaFinder; RePEc; SCOPUS; The Standard Periodical Directory; Ulrich's Periodicals Directory