

CORPORATE ENVIRONMENTAL BEHAVIOUR: A COMPARATIVE STUDY OF TWO INDUSTRIES IN INDIA

ABSTRACT

Environmental response of business units refers to their compliance with existing norms and involvement in voluntary schemes that go beyond existing norms or implement environmental management programs. Other responses could be investment decisions for pollution prevention strategies, and/or adopting newer and cleaner technologies. Business units, depending on the objective function that they are seeking to maximise, could decide to obstruct, collaborate or collude with regulators and in so doing seek to influence both the process of policy making and the policy itself.

This thesis looks at how Indian firms in the steel and paper industry have sought to integrate environmental factors in economic decision making. It attempts to explore how the environmental strategies of these firms emerged over time and give feasible interpretations of why the strategies took the shape they did. Four firms have been studied, two in the public sector and two in the private sector, in each industry.

A framework for analyzing corporate environmental decisions is first developed.

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This thesis highlights the fact that when faced with changing environmental scenarios, firms react in ways of

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