DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD

Ph.D. Course Work (Management) 2024

Subject: Emerging Trends in Sustainability Business Research
Paper Code: DRM-EG-04

Time – 3 Hours
Marks - 75

Answer any five questions each carrying 15 marks-

Q1). Discuss the key concepts and frameworks that define sustainable business. How have these influenced modern corporate practices towards sustainability?

Q2). Analyze the interplay between government policies and sustainable business practices. How do public policies shape or hinder corporate sustainability efforts?

Q3). Explore the relationship between innovation and sustainable business practices. How does innovation drive sustainability in entrepreneurial ventures?

Q4). Explain the "Four Pillars of Corporate Sustainability". How do companies integrate these pillars into their business models to address sustainability challenges?

Q5). Discuss a case study from the operation management sector that illustrates the implementation of sustainable business practices. What were the challenges and outcomes?

Q6). Discuss the concept of market failures in the context of sustainable development. What role does public policy play in addressing these failures?

Q7). Evaluate the role of corporate governance and accountability in enhancing corporate sustainability. Provide examples of successful implementation and the impacts observed.

Q8). What are the key factors that affect the viability of sustainable business entrepreneurship? Discuss with examples of sectors or companies where these factors are prominently at play.