

Sustainability In Network Society - Florian Michaelsen

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In a process of creative destruction -as Schumpeter called it- new Enterprises rise and are destroyed permanently on and around the economic battlefield Internet. The economic impact of web based applications and services offered by enterprises all over the world changes not only our business environment, but our society at the grass-root level. In the 1990s supported by enduring growth and prosperity many marketers supposed changing rules for these new ways of doing business. Employees influence is eroding due to the fact that companies all over the world are measured by shareholder value. Today, after the turnaround and probably overleaped the low point of recession we can assume that the important drivers of measuring business success has not been changed. Revenue and profit is still the goal and judgement criteria of success. But what about environment? Why should the success of any business in the future be measured in growth and not for instance in terms of environmental compatibility. In a world of growing world population, emerging economies and millions of people ambitious to gain western living standards we can not longer afford ongoing economic growth but satisfying living conditions for all mankind. So why business success should not be measured in the attainment of specific environmental goals to sustain the basis of our own existence. In this context the social and human value and norms have to and are changing. So the changing rules are not done by business or due to the emerging internet technologies but to a change in society which is fostered by technological revolution. In this matter we will have a closer look at the concept of sustainability. How could this concept be adopted by the evolving Network Society? What are the threats and the chances for our life, nature and future? In this paper I will try to describe, analyse and conclude the major driving forces concerning sustainability in Network Society. I will start with descriptions of the status quo in research about sustainability and societal change, before analysing the most important actors and concluding what impact those simultaneous processes have on environmental concerns. The Conclusions should offer the reader a specific tendency, into which direction the Network Society will lead us concerning environmental tasks, problems and solutions. Author: Michaelsen, Florian Publisher: GRIN Verlag Illustration: N Language: ENG Title: Sustainability in Network Society Pages: 00016 (Encrypted PDF) On Sale: 2005-01-01

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