

A Universal and Actionable Measure of Corporate Sustainability for Strategic Decision Making

A very useful paper was published by *Business Strategy and the Environment* and written by professors of Rotterdam School of Management, Erasmus University, Rotterdam, the Netherlands.

The paper recognizes that managers require a universal, comparable, and decision- useful tool for measuring corporate sustainability that can reliably inform business strategy. This paper introduces a comprehensive and operational metric—grounded in Goertz's Basic Framework for developing social science concept and fuzzy logic—that defines what full sustainability represents and offers a standardized approach to measuring it. Using two illustrative cases from resource- intensive and information technology sectors, the analysis shows how the metric identifies actionable improvement areas, guides trade- offs, and reveals strategic priorities. It's very much worth reading and can be downloaded at

<https://onlinelibrary.wiley.com/doi/pdf/10.1002/bse.70673>