Strategic Business Response to Climate Change: A Conceptual Framework of Quality Management Perspective

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Climate change has emerged as one of the most critical issues that may completely transform a competitive business environment. The Paris Agreement adopted in 2015 has urged firms to take a more proactive stance toward a low-carbon economy. South Korea, the world’s seventh largest emitter of greenhouse gases (GHG) as of 2010, announced its own voluntary medium-term mitigation goal to reduce GHG emissions by 37% of the “business-as-usual” level by 2030. As one of the key measures to achieve the national goal, South Korea launched an emissions trading scheme (ETS) in 2015. Firms have shown different reactions in addressing climate change issues.

This presentation consists of three main parts. First, the author presents an explanation of how climate change influences business and management, including regulation, finance, and consumer markets. Second, the presentation provides a short history of South Korean policies to mitigate climate change including the Korea emission trading scheme (ETS). Third, the author suggests a conceptual framework for firms to address climate change with a quality management perspective, which helps to better understand the strategic business response to climate change.

Biography
Su-Yol Lee is a Professor at College of Business Administration, Chonnam National University, South Korea. He graduated from KAIST. His research interests include business sustainability, corporate social responsibility, strategic environmental management, climate change and business, and sustainable supply chain management. He has published more than 30 research papers in reputed journals including Journal of Supply Chain Management, Production and Operations Management, Business Strategy and the Environment, and Corporate Social Responsibility and Environmental Management. He is a Program Director of Climate Change Specialized Graduate School funded by the Korea Ministry of Environment and Korea Environment Corp.

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