

EDITORIAL

Open Access



# Our common journey towards a sustainable existence

Samuel O Idowu<sup>1\*</sup>

Unless global businesses are sustainable and take sustainable actions in all they do, the planet Earth will die and go into oblivion, that's my own personal conviction. This I believe will not be in the interest of anyone. This timely journal of ours, the **Journal of Sustainable Business** aims to encourage global scholars in the field of sustainability and all it encompasses that are based up and down this planet to engage and publish their good quality research studies that would ensure the survival of this precious creation of God called the Earth.

Our original wrong assumptions as to how we should operate and exist on the planet have started to hunt us; those assumptions were wrong and unsustainable. We talk about many of the adverse impacts and consequences of these wrong assumptions at conferences, workshops and fora throughout the world. Understandably, several actions had been embarked upon in our journey of sustainability aimed at reversing these unsustainable consequences. Howard Rothmann Bowen (1908–1989) commenced the journey towards sustainability albeit he never used the term sustainability in his landmark book on *Social Responsibilities of Businessmen* (1953) but **social responsibility**. Bowen (1953) scholarly explored those responsible actions business people were likely to take in their quest to make our world a better place for everyone. Levitt (1958), Friedman (1962, 1970) and those in their camp felt that the responsibility Bowen advocated was '*socialism*'. Nothing could have been furthest

from the truth in terms of their wrong connotation of what Bowen was talking about.

It is possible that these scholars' disagreement by Levitt (1958) et al. with what Bowen was advocating delayed the commencement of actions which global businesses and others would have embarked on in this regard. However, thanks to the World Commission on the Environment and Development which commissioned the Brundtland Report 1987. It was the great Brundtland Report on ***Our Common Future*** that opened our eyes and consciousness to sustainable business and non-business practices on planet Earth. Since the Brundtland Report, we now know a lot about what we should do and what we should avoid doing. Unfortunately, there are still a lot we need to know about sustainability, otherwise, we might still remain oblivious to important issues about sustainable business and non-business practices. Issues about sustainability, in my view is not only the business of global businesses, it is the business of all inhabitants of planet Earth. I believe there are still some gaps in our understanding of what we currently know about sustainability. My professorial title in my University is *Accounting and Sustainability*. I am required to research, promote and propagate sustainable practices wherever I find myself. I hope to do my utmost in this regard with this our new journal and my other life activities.

We have had **Agenda 21**, the **Millennium Development Goals (MDGs) 2015** had been and gone, we are all working towards achieving the 17 Goals and 169 Targets of the **Sustainable Development Goals (SDGs) 2030** whilst also looking forward to the **2045 Sustainable Development Goals** in September 2030. All these are the **United Nations** sustainable business and non-business actions to help in the drive towards preserving planet Earth from extinction and to ensure that life continues to

\*Correspondence:

Samuel O Idowu  
s.idowu@londonmet.ac.uk

<sup>1</sup>Guildhall School of Business & Law London Metropolitan University, London, UK



© The Author(s) 2025. **Open Access** This article is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License, which permits any non-commercial use, sharing, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if you modified the licensed material. You do not have permission under this licence to share adapted material derived from this article or parts of it. The images or other third party material in this article are included in the article's Creative Commons licence, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons licence and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this licence, visit <http://creativecommons.org/licenses/by-nc-nd/4.0/>.

thrive on the planet with little or no *economic, environmental and social* challenges.

We are therefore taking this medium to advocate to global researchers in the area of sustainable practices wherever they are based to assist us in meeting this objective. Needless to say, we need high quality research papers in both business and non-business dimensions. It is our belief that the survival of planet Earth is a task that all global citizens regardless of whether they are corporate or non-corporate must collectively work on.

Let me take this opportunity to welcome you all to the ***Journal of Sustainable Business (JSB)***. The Journal hopes to continue to advance knowledge and search for more innovative ideas in both theoretical and practical terms as far as sustainable development and all it encompasses are concerned. We aim to offer a unique platform where today and tomorrow's scholars and practitioners are interested to show case and publicise their latest theoretical and empirical research findings which will provide the opportunity for innovative concepts for sustainable business strategies to be propagated and understood. We hope to use the Journal as a medium to espouse the latest

innovative management approaches in the fields of Sustainability, Sustainable Development, Ethics, Governance and many more.

Finally, we would like to take this opportunity to thank all those who were with us during the life of our outgoing Journal and look forward to your support of the Journal of Sustainable Business (JSB). We also wish to express our gratitude to those who have been lined up to serve the JSB in various capacities and hope to see the highest order of professionalism from you all in everything you would do for JSB and all it hopes to achieve during its existence. To our prospective contributors, readers and other stakeholders of the Journal we are also grateful to you all. Enjoy patronising and supporting the JSB, because without you all there can be no JSB. Thanks everyone.

Published online: 27 January 2025

#### **Publisher's note**

Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.