

Teaching Sustainability Through Traditional Wisdom: A Conceptual Framework for Business Studies

Abstract

It is imperative for business to strive for sustainable ways of designing and managing business. The managers need to develop their competence to usher the path of business sustainability by understanding the concept and developing suitable strategies that build the framework for business sustainability. The graduates in Business Administration now will hold the managerial and leadership positions in the forthcoming years; hence their competence would be an important determinant in the successful implementation of sustainable business practices. The current paper proposes to explore the Indian scriptures to teach sustainability to students through examples and validations from these texts and scriptures.

Key Words: Sustainability; Wisdom; Management application; Education.