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Corporate Sustainability and e-Tutoring for Disable Persons: Implications for Green Technology and Consumer Electronics driven Pedagogy (0008)

Abstract

The concept of corporate sustainability is also rooted in the wider concept of sustainable development. According to the Dow Jones Sustainability Indexes website, Corporate Sustainability is a business approach that creates long-term shareholder value by embracing opportunities and managing risks deriving from economic, environmental and social developments. Corporate sustainability leaders achieve long-term shareholder value by gearing their strategies and management to harness the market's potential for sustainability products and services while at the same time successfully reducing and avoiding sustainability costs and risks.

This paper examines the concept of corporate sustainability and how it can help businesses encourage disabled persons in their organisations and communities through E-tutoring.This covers the broad area of questions dealing with the business effects and business success relevance of voluntary social activities of a company.Stated differently: Can the competitiveness and business success of organisations improve through voluntarily created outstanding learning approaches and social performance?

Introduction

Organisations are rapidly integrating corporate sustainability in their strategic planning and organisational procedures. The extent to which these sustainability goals are implemented across all organisational levels will have a meaningful effect in the long term sustainability of the firm. The concept of corporate sustainability covers a broad range of concepts emanating from the concept of sustainable development.

The World Commission on Environment and Development (the Brundtland Commission 1987) in its report defines Sustainable development as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (WCED 1987, part 1).

Although the definition of sustainable development emerged from an international enquiry into the relationship between environment and development, it is not concerned primarily with the environment but with the sustainability of the overall developmental context. This usually comprises three main elements:

Economic development – reducing and seeking to eradicate income poverty, achieving higher levels of prosperity and enabling continued gains in economic welfare;

Social development – reducing and seeking to eradicate other dimensions of poverty, improving the quality of education, health, housing and other aspects of the welfare of individuals and communities, and enhancing the quality of social interaction, engagement and empowerment;

Environmental protection – reducing pollution and other negative impacts on the environment, mitigating the effects of industrialization and human activity, and seeking to achieve sustainable use of resources in the interest of future generations (WSSD, 2002a, ch. 1, para.2)

The Disabled person(s).

The UK Equality Act 2010 generally defines a disabled person as 'someone who has a mental or physical impairment that has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities'. Thus whilst people may have impairments, e.g. deafness, blindness, muscular dystrophy etc, disability here implies the outcome of the interaction between people with known impairments and the environmental and attitudinal barriers they may face as a result of that.

The researcher has found out that amongst human resources directors and managers in organisations actively engaged in corporate sustainability, it has become an obvious interest in these organisations to pursue corporate sustainability from the three tripods; Economic, Environmental and Social but increasing the lead on equality and diversity especially for disabled persons will help them attain a good public image which has a direct result on the perceived value of the organisation, thereby increasing the long-term shareholder value, a necessary ingredient for corporate sustainability.

Any organisation engaged in corporate sustainability should be strongly focused ondeveloping and improving the skills of everyone within its environment. Ignoring this fact will definitely cost the organisation either in forms of lost revenue or lost capabilities that can be offered by those thought to be disabled. From a social perspective, there is need for social cohesion and balance as it will help remove barriers to long term sustainability of the firm and facilitate employment and benefits to the society at large. E-tutoring has been identified as a laudable way of incubating and facilitating corporate sustainability in organisations.

E-Tutoring.

Tutoring is as old, at least, as Plato and Aristotle, as evidence from philosophical ancient history are overwhelming. These early philosophers' found tutoring a highly successful and engaging process. The tutoring industry today is facing a constant race to catch up with latest developments in an ever changing diverse market which stems primarily as a result of information communication technology (ICT) and globalisation. A tutor according to Wood (2001) is one who "provides instruction and support that is contingent upon the learner's (potentially changing) level of domain knowledge in contexts where the tutor is challenging them to master tasks that present manageable problems; problems whose mastery promises to enhance their domain knowledge"

The concept of E-tutoring evolved as ICT became dominant, thereby increasing the technicalities in tutoring. (Denis et al 2004) viewed it as being learner-centered and based on a socio-constructivist approach, they defined an e-tutor as 'someone who is proactive: he/she intervenes to help the learners to manage the learning resources and their interactions with their tutor and their peers'

CONCLUSION

Developing a corporate sustainability strategy that will consider the role of disabled people in the long term sustainability of an organisation will help open up unique opportunities for an organisation. Disabled people constitute a large market for goods and services. Employing disabled people also sends a powerful and positive message to local and wider communities especially when an organisation is committed to corporate sustainability. Organisations that are keen to exert a pull on disabled persons must be willing to follow it up with a lifelong learning approach that E-tutoring can provide.

Genuine attempts should be made by organisations to ensure that corporate sustainability will have a positive effect on corporate success, linking up business economic performance with environmental and a systematic social performance.

The author sees E-tutoring as a form of e-learning which makes use of the internet and ICT capabilities. The author here identifies a relationship that sees E-Tutoring as a form of E-Learning, which can be learning that creates a certain standard in meeting the needs of the present and future, thus an aspect of corporate sustainability.

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