

KaBloom Explodes on the Scene

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Paper Readings

<p>Wang, L. & Lin, L. (2007), "A Methodological Framework for the Triple Bottom Line Accounting and Management of Industry Enterprises", International Journal of Production Research, Volume 45 (5), pp.1063-1088.</p>	<p>Wang, L. & Lin, L. (2007), "A Methodological Framework for the Triple Bottom Line Accounting and Management of Industry Enterprises", International Journal of Production Research, Volume 45 (5), pp.1063-1088.</p>	<p>Wang, L. & Lin, L. (2007), "A Methodological Framework for the Triple Bottom Line Accounting and Management of Industry Enterprises", International Journal of Production Research, Volume 45 (5), pp.1063-1088.</p>	<p>Wang, L. & Lin, L. (2007), "A Methodological Framework for the Triple Bottom Line Accounting and Management of Industry Enterprises", International Journal of Production Research, Volume 45 (5), pp.1063-1088.</p>	<p>Wang, L. & Lin, L. (2007), "A Methodological Framework for the Triple Bottom Line Accounting and Management of Industry Enterprises", International Journal of Production Research, Volume 45 (5), pp.1063-1088.</p>
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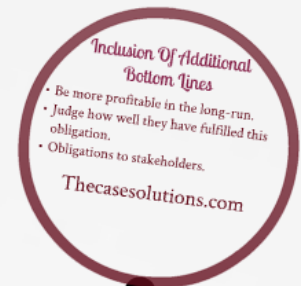
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Introduction To TBL



Concept Of TBL

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- The definition of TBL.
- Proposed by Elkington(in 1997.
- Composition:
 - Profit (financial bottom-line)
 - People (social bottom-line)
 - Planet (environmental bottom-line.

Methods Of Measuring TBL

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- Monetizing all the dimensions of the TBL.
- Calculate the TBL in terms of an index.
- Measuring sustainability using dollars of an index.

Inclusion Of Additional Bottom Lines

- Be more profitable in the long-run.
- Judge how well they have fulfilled this obligation.
- Obligations to stakeholders.

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Implications Of TBL



Users Of TBL

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- Businesses, nonprofits and government entities alike can all use the TBL.
- Nonprofits address broad sustainability issues e.g. economic prosperity, social well-being and environmental protection.
- Also to make good business sense.
- Government entities make use of TBL for decision-making and performance-monitoring tools.

Businesses And TBL

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- The TBL and its core value of sustainability have become compelling in the business world due to accumulating anecdotal evidence of greater long-term profitability.
- Businesses use TBL to measure sustainability and long term profitability.