The impact of customer contact on environmental initiatives for service firms

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Abstract
The impact of business operations on the natural environment has been a public concern for decades and a research concern for years. To date, the focus of environmental impact research has been almost exclusively on manufacturing industries. Environmental research specific to service industries have been neglected, despite the fact that economies of developed nations are mostly made up of service businesses. This paper explores potential distinctions of service businesses as they may influence management motivation for taking environmentally friendly actions. Through a number of case studies, we observe some commonality of environmental motivations between service and manufacturing industries, as well as some environmental themes unique to services. These themes pertain to customer awareness of environmental initiatives of service firms by virtue of their involvement in the production process. Interestingly, customer involvement can have an adverse affect on environmental initiatives.

Keywords
Service industries  Environment  Case studies

Citation

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In 2019, Citi exceeded our $100 billion goal to help reduce the impacts of climate change through environmental finance activities around the world more than four years ahead of schedule. Still, we know much remains to be done, quickly, and so we are as committed as ever to bringing our resources and capacity for innovation to bear as we seize the opportunity to even more effectively and creatively tackle this urgent challenge.

Customer-oriented companies have to consider several such as: how customer satisfaction is attained, how to control customer expectations and how to effectively manage customer feedback. To cope with external environmental conditions such as globalization and increased competition, or the impact of the financial crisis continued economic reviews, as well as to support their competitiveness and survival of firms in a country and moreover those countries development will necessarily have to identify opportunities and threats to be more entrepreneurial, more innovative and more suitable (Appiah-Adu & Singh, 1998; Barringer &. To firms and moreover those small and medium must be so constantly attentive to every