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Factors influencing the use of the World Wide Web's potential for sustainability communication: An extension to stakeholder and legitimacy perspectives

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ABSTRACT

This paper explores the factors that influence the use of the potential of the World Wide Web (web) for sustainability communication. A qualitative case study into three Australian mining companies is undertaken to explore corporate use of the potential of the web for sustainability communication. The factors that could influence web based sustainability communication are initially established in theory through the use of prior literature. These include economic factors, internal organisational factors and external stakeholder influences. A series of interviews held with personnel from the three companies was used to confirm these factors and to investigate if there were other factors that could explain web based communication in relation to sustainability issues. The evidence from interviews supported the factors specified in the initial research framework. Two other factors emerged from the field. These are referred to as the double-edged sword and change in management philosophy.

Keywords: web, communication, sustainability, stakeholder, organisational.