Daftar Kepustakaan

- Adcock, D. (2000), Marketing Strategies for Competitive Advantage, Wiley, Chichester, p. 132.
- Aragon-Correa, J.A. 1999. Strategic proactivity and firm approach to the natural environment. *Academy of Management Journal*, 41:556-56712, pp. 4-7.
- Barnet, S. 1992. Strategy and the environment. *Columbia Journal of World Business*,27:202-207
- Brown, W.B. 1998 Current practices in environmental management. Business Horizons
- Berger, I. (1993), "The relationship between environmental attitudes and behaviour", Canadian Journal of Marketing Research, Vol. 12, pp. 36-43.
- Berry, M. and Rondinelli, D. (1998), "Proactive corporate environment management: a new industrial revolution", The Academy of Management Executive, Vol. 12 No. 2, pp. 38-51.
- Buttel, F.H. (1979), "Age and environmental concern: a multivariate analysis", *Youth and Society*, Vol. 10 No. 3, March, pp. 237-56.
- Carlson, L., Grove, S. and Kangun, N. (1993), "A content analysis of environmental advertising claims: a matrix method approach", Journal of Advertising, Vol. 22 No. 3, pp. 27-40.
- Caswell, J. and Mojduszka, E. (1996), Using Informational Labelling to Influence the Market forQuality in Food Products, Food Marketing Policy Center, University of Connecticut, Storrs, CT, p. 1996.
- Chan, R.Y. (2001), "Determinants of Chinese consumers green purchase behaviour", Psychology& Marketing, Vol. 18 No. 4, pp. 389-413.
- Chase, D. and Smith, T.K. (1992), "Consumers keen on green but marketers don't deliver", Advertising Age, June, p. 63.
- Dagnoli, J. (1991), "Consciously green", Advertising Age, Vol. 14, p. 41.
- Dasgupta, P. (2000). Economic pathways to ecological sustainability. BioScience.
- D'Souza,C., Taghian,M., Lam,P., Peretiatkos, R. (2006), The European Marketing Academy,Vol. 1: pp. 287-301.

- Drumwright, M. (1994), "Socially responsible organizational buying: environmental concern as anoneconomic buying criterion", Journal of Marketing, Vol. 58, pp. 1-19.
- Elkington, J. (1989), "Why it pays to be green", *Weekend Financial Times*, October 14, p. 13.
- Feldwick, P. (1996), "What is brand equity anyway?", Journal of the Market Research Society, Vol. 38 No. 2, pp. 85-104.
- Fitzgerald, K. (1993), "It's green, it's friendly, it's wal-mart, eco-store", Advertising Age, Vol. 1, p. 44.
- Forte, M. and Lamont, B. (1998), "The bottom –line effect of greening (implications of ecological awareness)", The Academy of Management Executive, Vol. 12 No. 1, pp. 89-91.
- Goll,I., Johnson,N.B., Rasheed,A.A., (2007), Knowledge capability, strategic change, and firm performance The moderating role of the environment Management DecisionVol. 45 No. 2, pp. 161-179
- Graviria, D. (1995), "Introducing the ecolabelling concept: experience of Colombia", International Trade Forum, Vol. 395, pp. 8-11.
- Greeno and Robinson. (1992). Retinking corporate environmental management. *Columbia Journal of World Business*
- Henriques, I., & Sadorsky, P. (1999). The relationship between environmental commitment and managerial perceptions of stakeholder importance. *Academy of Management Journal*, 42:87-99
- Hood, C. Jackson, M. (1992). The new public management: a recipe for disaster?" Hazard Management and Emergency Planning, Perspective on Britain, James and James Publishers, London
- Hoffman, A.J. (2000). Integrating environmental and social issues into corporate practice. *Environment*
- Ippolito, P.M. and Mathios, A.D. (1990), "Information, advertising and health choices: a study ofthe cereal market", Rand Journal of Economics, Vol. 21 No. 3, pp. 459-80.
- Ippolito, P.M. and Mathios, A.D. (1994), "Information, policy and the source of fat and cholesterol in the US diet", Journal of Public Policy & Marketing, Vol. 13 No. 2, pp. 200-17.

- lyer, G. (1999), "Business, consumers and sustainable living in an interconnected world: a multilateral ecocentric approach", Journal of Business Ethics, Vol. 20 No. 4, pp. 273-88.
- Lyon, T. (2003), "Green' firms bearing gifts", Regulation Washington, Vol. 26 No. 3, p. 36.
- Nyborg, K., Howarth, R.B., Brekke K.A, (2003), "Green consumers and public policy: On socially contingent moral motivation". This series is published by the University of Oslo Department of Economics, MEMORANDUM No 31
- Ozmen.Fatma (2006). "The level of preparedness of the schools for disasters from the aspect of the school principals". Disaster Prevention and Management. Vol. 15 No. 3, pp. 383-395
- Parker, D. (1992)." The mismanagement of hazards" Hazard Management and Emergency Planning Perspective on Britain, James and James Science Publishers, London.
- Peattie, K. (1992), "Green marketing", *The M + E Handbook Series*, Longman, London.
- Polonsky, M., Bailey, J., Baker, H. and Basche, C. (1998), "Communicating environmental information: are marketing claims on packaging misleading?", Journal of Business Ethics, Vol. 17 No. 3, pp. 281-94.
- Porter, M. and Van der Linde, C. (1995a), "Green and competitive: ending the stalemate", Harvard Business Review, Vol. 73 No. 5, pp. 120-34.
- Porter, M. and Van der Linde, C. (1995b), "Toward a new conception of the Environment competitiveness relationship", Journal of Economic Perspectives, Vol. 4, pp. 97-118.
- Reed, P. (2003), Strategic Marketing Planning, Thomson Learning Australia, Melbourne.
- Roberts, J. (1996), "Green consumers in the 1990s: profile and implications for advertising", *Journal of Business Research*, 36 (2): 217-31.
- Roome, N. (1994). Business strategy, R&D management, and environmental imperatives. *R&D management*, 24:65-82
- Rugman, A. and Verbeke, A. (1998), "Corporate strategies and environmental regulations: and organizing framework", Strategic Management Journal, Vol. 19 No. 4, pp. 363-75.
- Saluf,I.M, Ahmadun,M., Said, A.M. (2003). A Review of Disaster Crisis. Disaster Prevention and Management. Vol. 12 No. 1, pp.24-32

- Schwartz, J. and Miller, T. (1991), "The earth's best friends", American Demographics, Vol. 13, pp. 26-35.
- Schlegelmilch, B.B., Diamantopoulos, A. and Bohlen, G.M. (1996), "The value of sociodemographic characteristics for predicting environmental consciousness", *American Marketing Association's Winter Educator's Conference*, Vol. 5, AMA, Chicago, IL, pp. 348-9.
- Shrivastava, P. (1995). Ecocentric management for a risk society. *Academy of Management Review.* 20 (1): 118-137
- Swanson D.L. Toward an integrative theory of business and society: are search strategy for corporate social performance. *Academy of Management Review.*
- Wasik, J. (1992), "Green marketing: marketing is confusing, but patience will pay", MarketingNews, Vol. 26 No. 21, pp. 16-18.
- Wasik, J. (1996), Green Marketing and Management: A Global Perspective, Blackwell PublishersLtd, Oxford.
- West, K. (1995), "Ecolabels: the industrialization of environmental standards", The Ecologist, Vol. 5 No. 1, pp. 16-21.
- Winn, M.I. (2000). "Toward a process model of corporate greening". *Organizational Studies*
- Zelezny, L. (2000). Elaborating on Gender differences in Environmentalism. *Journal of Social Issues*