

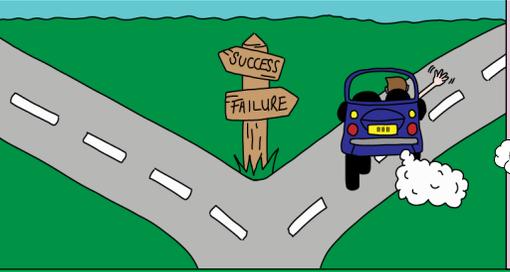
Build Back Better and Sustainability: A Tale of Two Concepts

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Since 2020, governments around the world have expressed support for the 'Build Back Better' approach to disaster recovery.



However, since 'Build Back Better' first emerged, most attempts at it have been unsuccessful.



Furthermore, it is not clear what it means to build back better.



Some have proposed that building back better involves creating a secure economy, protecting the environment and fostering social regeneration.



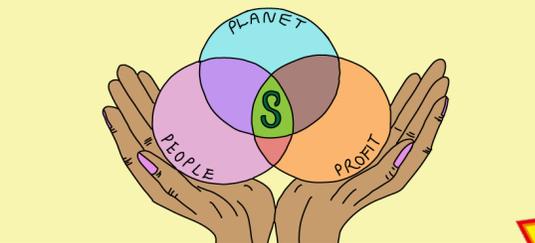
This suggests that 'sustainability' will have undergone more rigorous analysis within the business and management arena, that 'Build Back Better'.



However, academic exploration of 'sustainability' predates work on Build Back Better by almost two decades.



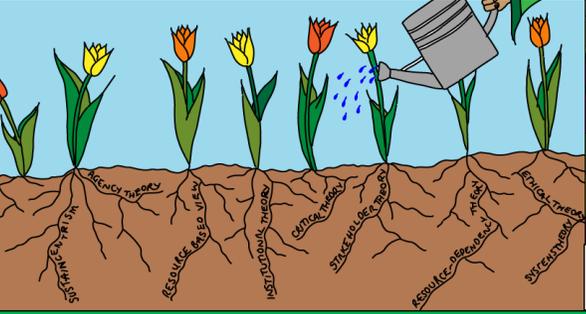
Given that the two concepts share this same tridimensional perspective it might be that, by focusing on sustainability, businesses may be able to build back better.



It is widely acknowledged that sustainability involves three distinct yet interlinked dimensions: economic, environment and social.



This rigorous analysis includes extensive theoretical work to provide theory driven solutions to sustainability issues.



Therefore, research on sustainability might be able to lend Build Back Better...



a more advanced theoretical grounding.

One key theory to consider is stakeholder theory as much of the literature supports the need for a multi-stakeholder approach.



This theory is also compatible with the idea that sustainability has an integral ethical dimension.

This considered, this research applies a dual-theoretical lens combining stakeholder theory and an ethical theory...



with the aim of improving the effectiveness of 'Build Back Better' through the application of an ethically grounded, sustainability framework.