

Launched in June 2013, the *Journal of Management for Global Sustainability* (JMGS) is an internationally peer-reviewed open access scholarly journal on management and global sustainability published semi-annually by the International Association of Jesuit Business Schools (IAJBS) and managed by the John Gokongwei School of Management of the Ateneo de Manila University. Printed copies are regularly distributed to more than 300 IAJBS member institutions and top business schools around the globe while the online version is available to all readers worldwide. JMGS is indexed in Cabells Journalytics, EBSCOHost, and EconBib.

JMGS defines global sustainability as the broad set of interconnected issues that include, but are not limited to, the achievement of environmental preservation, social entrepreneurship, poverty eradication, social justice, desirable production and consumption patterns, species preservation, and spiritually rich lives at this time in our species' history on this planet. It seeks to publish articles on how productive enterprises contribute toward realizing and achieving global sustainability so as to create socially just and spiritually whole ways for all species to go on thriving indefinitely.

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EDITORIAL ADDRESS

John Gokongwei School of Management, Ateneo de Manila University
Loyola Heights, Quezon City, Philippines 1108
EMAIL: jmgs@ateneo.edu

OFFICE ADDRESS

Ateneo de Manila University Journals Office
Office of the Associate Dean for Research and Creative Work
Room 102, Bellarmine Hall, Ateneo de Manila University
Loyola Heights, Quezon City, Philippines 1108
EMAIL: journals.ls@ateneo.edu
PHONE (+632) 8426 6001 ext. 5048

Journal of Management
for
Global Sustainability

Volume 9, Issue 1 (2021)

International Association of Jesuit Business Schools

www.iajbs.org

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Cover Design

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Cover Photograph

Photo by veeterzy on Unsplash (<https://unsplash.com/photos/UwBrS-qRMHo>)

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