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Organizing and sustainable development between the local and global: The case of a Tibetan enterprise in a nomadic village

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**Organizing and sustainable development between the local and global:
The case of a Tibetan enterprise in a nomadic village**

Haitao Yu

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A member of an ethnic minority from West China, I have worked in business and sustainable development in three continents over the last decade. I feel a strong sense of belonging to where I originated and, at the same time, a global attachment.

My dissertation focuses on how local organizations can achieve sustainable development and improve lives in a world of unprecedented global challenges. To answer the question, I collected qualitative data through conducting ethnography at LuxuryYak, a Tibetan luxury enterprise with a place-based approach that has developed unique strategies to foster economic prosperity while preserving local ecological and social well-being. I developed three essays that collectively offer insights on the mechanisms of space and place that guide organizations' actions in achieving sustainable development between the local and global.

In so doing, I contribute scholarly to help organizations and local communities adapt in a radically changing world.



Me and my mother in Tibet, early 1990s



My fieldwork in Tibet, 2017