

# A Systematic Literature Review of The Importance of Sustainable Business Strategy

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*Abstract:* - This study undertakes a systematic review of the literature concerning the importance of a sustainable business strategy for any business. While systematic reviews are a vital source of information and are widely utilized in the health sciences, they are seldom employed in sustainability research. Systematic reviews are a type of scientific research that aims to integrate the results of empirical studies objectively and systematically to determine the status of the question in its field of study. This study provides a brief survey of literature reviews in sustainability in business and proposes a systematic review as a method of recovering, analyzing, evaluating, and appraising relevant literature on sustainability in business. This systematic review of the literature suggests that interest in sustainable business practices has increased in recent years. It discusses the subject of sustainability in the perspective of business.

*Key-Words:* - review, business law, sustainable, strategy, recovering, analyzing, evaluating, appraising

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## 1 Introduction

Consumer behavior has seen a substantial rise in attention. The majority of academic and government literature focuses on the economic and marketing sides of the issue, which are motivated by lucrative and strategic objectives in the private sector. Despite this, a rising number of policymakers and academics have examined the psychological, cultural, social, and environmental motivations and consequences of consumer behavior. This method complements the more widespread economic and marketing analysis approach to the issue [1].

Despite the growing body of research on consumer behavior and sustainable development. There is still a dearth of attention paid to the phase of product disposal. It is critical to define how pro-environment consumer behavior concepts are viewed and explored in the waste management literature [2]. There has been a continuous increase in consumer behavior studies relating to sustainable development over the last few years, demonstrating the need of expanding the social and economic understanding of consumer behavior [3]. As such, it should be stressed that the process of producing and selling things to the consumer market does not end with the consumer's purchase [4]. The approach should include an in-depth examination of a product's environmental impact and the contribution of consumers through

their daily actions, such as waste disposal and recycling. For instance, a manufacturing process must begin with an environmentally friendly design that takes into account the consumer's recycling limits and the characteristics of waste recycling plants. However, these challenges are exacerbated further by inefficient government actions and laws [5].

This means that an accurate assessment of the influence of human activities on the environment requires an interdisciplinary approach involving many disciplines such as ecology, engineering, economics, chemistry, business management, law, psychology, and sociology. It is critical to recognize that human behavior is a strategic domain due to the long-term consequences of both good and bad recycling practices. There is still a dearth of study on the link between generic consumer behavior and pro-environment consumer behavior. This relationship is described as the interplay of persons who care about the environment and those who are unconcerned about sustainable development. [6]. This link has an effect on the efficacy of recycling and the adoption of sound recycling policies by consumers. Recognizing that recycling success is contingent upon the availability of adequate recycling infrastructure and a supportive regulatory framework, consumers can contribute to this effort

through small daily activities such as recycling and waste disposal [7]. Agents influenced by a particular environmental policy's aims must be included in that policy. This indicates that through spillover and other effects, social and institutional frameworks and supporting surroundings facilitate contact between people or a shift in behavior toward more environmentally friendly conduct [1].

The several theoretical models applied in various studies show that selecting the most suitable framework is contested. Therefore, there are high chances that an interdisciplinary study of human behavior concerning waste management will have a problem finding a model that adequately incorporates the key factors. This implies the need to analyze and classifies factors such as recycling behavior; pro-environment behavior, and green behavior would help researchers in evaluating what to measure and how to relate these factors with other variables [8]

### 1.1 Literature review

Conducting a literature review has been a way to demonstrate knowledge about a field of study; unlike traditional reviews, systematic reviews must-have characteristics, including a clearly stated set of objectives, a detailed and reproducible methodology, a systematic search that identifies all studies that would meet the eligibility criteria, and an assessment of the validity of findings the studies. A systematic presentation and synthesis of the characteristics of the studies included [9].

Literature reviews provide the ability to stay informed and updated on an area of interest and are used in different research fields [10]. The purpose of literature reviews is to identify knowledge gaps and the need for research in the field being studied. A review of the literature is a necessary component of academic research. This is because knowledge advancement must be built of preexisting literature. By reviewing relevant literature, the researcher understands the breadth and depth of an existing body of literature and identifies existing gaps that can be explored. By summarizing, analyzing, and synthesizing related literature, it is possible to test a specific hypothesis or develop new theories. A literature review also evaluates the quality and validity of literature against a benchmark to disclose weaknesses, contradictions, and inconsistencies [11]. Literature reviews must be valid, reliable, and repeatable. There is a lack of rigorous systematic reviews in business sustainability strategies because of the recent increase in interest regarding sustainable business strategies. The next study will cover the many components of a sustainable business strategy plan. By surveying the publication of the topic, the

paper summaries the elements of sustainable strategies, provides the benefits of a sustainable strategy, and provides tips on how to implement a sustainable business strategy [12].

### 1.2 Research questions

The question being investigates the review of a particular structure and provides critical decisions about the types of studies to be included, where to look for them, how to check their quality, and how to combine their findings. A research question will include many assumptions, which will produce a conceptual framework that shapes the research questions and selects an appropriate systematic review approach and methods. The conceptual framework is considered a working hypothesis developed, refined, or confirmed during the study. The conceptual framework's aim is to describe the study's key problems, the study's variables, and the ostensible connection between these factors. The goal of this essay is to stress the critical nature of creating long-term business strategy. The research questions of this paper are :

Research question 1: What is a sustainable business strategy?

Research question 2: What is the importance of a sustainable business strategy?

Research question 3: How does a sustainable business strategy affect the bottom line of a business?

Research question 4: How do you implement a sustainable business strategy

### 1.3 Methodology

The methodology utilized in this article was a systematic review. Systematic reviews are literature reviews that adhere to a set of scientific methodologies aimed at reducing systematic bias through the identification, appraisal, and synthesis of all relevant research in order to answer a specific question or collection of questions. In comparison to previous methods, this one enables more repeatability and transparency, as well as increased impartiality in assessments due to the absence of bias and assumptions [13]. The methodologies used in this approach strengthen the study's reliability and trustworthiness, as well as the consistency and legitimacy of the analysis and its conclusions. While systematic reviews of the literature are used in a variety of topics, they are becoming more prevalent in environmental studies. A meta-analysis of the collected data enabled us to quantify certain aspects of our systematic review, such as the number of publications published each year and the geographic distribution of selected studies.

## 2 Data and Methods

### 2.1 Introduction to systematic literature

A systematic review of the literature tries to summarize and explain the findings of previous research on the necessity of a sustainable company strategy. This is driven by the recent surge of literature highlighting the critical nature of a sustainable company strategy. The approaches utilized in a systematic review of the literature are based on the work of numerous scholars. The procedure is divided into seven stages. These steps involve the formulation of review questions, the identification of necessary studies to address the review question, a comprehensive literature review and screening of the outcomes of the literature review, appraisal of the included studies, study synthesis, and distribution of results [14]. This paper covers the first four stages in section two, while the fifth and sixth stages are covered in section 3.

### 2.2 Literature identification

According to [15], a literature review involves three major stages. These are planning the review, carrying out the review, and reporting the review. The literature review process can be iterative. While doing a literature review, unforeseen problems can arise that might require modifications of the research question and an evaluation of the review protocol. The common problem is that the research question was too broad, and the researcher needed to narrow down the topic or adjust the inclusion criteria. Different types of reviews differ in the review protocol, the selection criteria, the techniques of extracting, analyzing, and summarizing data.

The most prevalent form of review is the narrative review, which is the least rigorous. These types of reviews are less concerned about the quality of evidence and focus on gathering information that provides context and substance to the overall arguments of the studies reviewed. The use of narrative reviews can be biased by the reviewer's beliefs, experience, or subjectivity. The data extraction process of this type of review is informal, and the synthesis of the data is simply a narrative juxtaposition of evidence. Textual narrative analysis is characterized by a standard data extraction protocol where various characteristics such as findings, context, and the quality of studies can be taken from each article being reviewed. This approach is more rigorous than a narrative review and requires studies to be organized into homogenous groups. The synthesis compares the differences and

similarities across studies based on data extracted. Because of the standardized coding approach, the review can include a quantitative count of studies used and a commentary on the evidence of the data in responding to the research question.

The literature search started by using the keywords "what is sustainable business strategies," "sustainable business models," "the importance of a sustainable business strategy," "sustainable business," and "how to implement a sustainable business strategy." From the paper's title, if the content appeared to discuss the elements of a sustainable business strategy, I obtained its complete reference, including the title, author, year, and abstract for further evaluation. I searched Google scholar, which is one, the most used databases by researchers in various fields. Because the fast-paced innovations are sustainable business strategies, I limited the publication date of the articles used from 2000 to 2020 or published in the past twenty years. This was informed by the need to build the literature review on recent literature considering the storage and retrieval of information in the digital age. I searched Google scholar using broad keywords such as "sustainable business strategies," "sustainable strategies," and "sustainability." After reviewing the first ten pages of the search results, I found several potentially relevant articles. I refined the keyword, and a search using the refined keywords yielded more articles that are relevant. After the initial screening of titles, fifty studies were identified [16].

### 2.3 Questions Definition

The first stage of a systematic review of the literature is to outline the problem by defining the area of interest and pertinent research questions. The systematic examination of the critical nature of a strategic business strategy is affected by the body of knowledge concerning sustainable business strategies [17]. The purpose of this study is to fill some gaps in the literature by emphasizing the importance of sustainable business strategy to a business's performance and by defining a set of questions that facilitate understanding of the issue and contribute to the advancement of research in the specific field.

### 2.4 Determination of the necessary studies

The studies discovered through the search are checked to verify they fit the selection criteria. This is often done in two stages where titles and abstracts are checked to determine whether they are relevant, and then a full copy of the whole paper is acquired to complete the screening process. Finding studies is not efficient because it leads to many irrelevant studies

being found, which must be checked manually to find few relevant studies. Given that the purpose of this review is to gain a knowledge of the critical nature of a sustainable business strategy, there are certain constraints on the types of papers that will be screened. Apart from the requirement that all articles be written in English, all periodicals are considered. The articles examined come from a variety of areas, including marketing, business, law, engineering, and education. The study excludes studies that focus exclusively on corporate strategy without regard for sustainability.

## 2.5 Execution of the comprehensive literature search

The execution of the comprehensive literature reviews is based on some steps used to apply a reproducible and rigorous examination of the papers. The recommendations are to conduct the process through methodical steps. The first stage is the Selection of terms and databases. The second stage is the inclusion and exclusion criteria. The third stage is the data extraction and the evaluation of findings. The fourth stage involves highlighting limitations.

A search strategy is a plan of how the relevant studies will be identified. The review question and the conceptual framework inform the search strategy. It specifies the studies to be included in the review. It details the sources to be searched and how these sources will be searched.

### Search sources

- The World Wide Web (Google, Google Scholar)
- Bibliographic databases (Subject-specific, Generic, Citation checking)

A search strategy identifies the search terms that will be used to search the internet and bibliographic databases. The search strategy will involve searching using keywords determined by controlled terms.

### 2.5.1 Selection of terms and databases

Reviewers should decide the to include in their evaluation. To accomplish this objective in a methodical and transparent manner, it is essential to develop rules about the studies that can be included in the review. The selection criteria or the inclusion or exclusion criteria provide restrictions on the review. Reviews must limit the studies that are considered by the review. A systematic review makes these restrictions transparent and consistent.

I read the abstracts of the identified articles to further their relevance to the research topic and the literature review method. The initial assessment of literature

provides a better frame for the research by finding the key concepts and search terms. I skimmed through the full-text articles to evaluate the eligibility and quality of the studies. I considered articles published by reputable publishers' high-quality research and included them in the review. Most technical reports and online publications were excluded from this review because of their lack of peer review process.

### 2.5.2 Inclusion and exclusion criteria

The review only included studies that provide information on sustainable business strategies. It included studies from all disciplines, with all of them being written in English. The following inclusion criteria were utilized to narrow the scope of this review

- Time period and topics: suitable papers published between 2000 and 2010 on the subject of sustainable business strategies
- Subject areas: this systematic review is not restricted to the law and business professions, but encompasses a broad variety of disciplines.
- Types of publications: all peer-reviewed publications
- Language: English-language papers

This study used a limited number of exclusion criteria and therefore does not include publications on issues unrelated to sustainable business strategy.

### 2.5.3 Data extraction and evaluation of review findings

The initial search resulted in the retrieval of many documents from Google scholar. Exclusion criteria were utilized to eliminate publications that did not pertain to the review. The exclusion criteria include articles having specific fields of inquiry that are unrelated to sustainable business strategies, as well as papers that were deemed irrelevant to the review topic after a title, abstract, and keyword review. Additionally, papers that were deemed irrelevant after a thorough assessment of the whole body of the paper were eliminated.

The papers that were chosen for analysis were evaluated utilizing a data extraction technique that included both generic and specific information. The protocol was developed and tested a few randomly selected papers, which were subsequently intended to support the review question and deal with the available data. From each study, I extracted information on sustainable businesses and sustainable business strategies. The literature review process is broken down into subtopics on creating the

research problem, developing a review protocol, searching the literature, assessing quality, screening for inclusion and exclusion, extracting data, and analyzing and synthesizing the results.

#### **2.5.4 Coding studies**

Once the relevant studies have been selected, it is essential to systematically identify and record the information used to answer the research question. Coding describes the details of the studies to enable mapping the research that has been undertaken. Additionally, it outlines how the research was conducted to determine the study's quality and usefulness in addressing the research topic. The coding process also describes each study's results because the results can be synthesized to answer the research questions. This information is often recorded in a data collection system. The information to be recorded will be based on the research question and the conceptual framework.

#### **2.5.5 Synthesis**

Synthesis attempts to integrate the information from the different studies used in the review to produce an answer to the review question. Each stage of the review contributes towards the synthesis, which means that decisions made in the early stages shape the possibilities for synthesis. Synthesis involves data transformation attained through searching for patterns in data, checking the quality of the synthesis, and integrating data to address the review question. A statistical meta-analysis is a synthesis approach where the results from individual studies are transformed into a standardized and common metric and combined to produce a single pool of the estimated effect.

#### **2.5.6 Limitations**

Concerning paper selection, the current review does not employ double independent screening of manuscripts and instead addresses this issue through an author-administered sample check. The review does not judge the quality of the papers included because the review's multidisciplinary nature makes this method impractical. Additionally, there is a danger of bias in the inferences drawn by the articles included. To address this, the review evaluated a comprehensive tool for assessing the risk of bias in systematic reviews of the literature. This tool considerably minimized the possibility of bias, owing to the narrative synthesis used in this review.

## **3 Results**

### **3.1 Sustainability**

Sustainability is becoming essential for all businesses across different industries. A sustainability strategy is necessary for a business to be competitive in its field. Sustainability is a business strategy for long-term value creation that takes into account an organization's or firm's interactions with its social, ecological, and economic surroundings [18]. It is based on the assumption that developing a sustainable strategy facilitates the organization's longevity. As transparency becomes more prevalent and the expectations of corporate social responsibility increase, businesses must acknowledge the need to act on sustainability. Some sustainable initiatives focus on reducing waste, creating a greener supply chain, energy efficiency, advancing local communities with sustainable practices, and pollution reduction [19].

[4] provides that in order for businesses to address sustainability appropriately, they must bridge two gaps. The first gap is the knowing-doing gap, which involves incorporating a sustainable strategy into a business model. The other gap is the competitive compliance gap, which requires compliance and sustainability as an area of competitive advantage [20]. Businesses that are keen on sustainability must address the two gaps. They must evolve from knowing to doing and from compliance to competitive advantage.

[21] show that an increasing number of firms are incorporating sustainability into their business strategy as they recognize the value of doing good while doing well. In a business setting, sustainability refers to conducting business in a way that does not have a negative impact on the environment, society, or community. Sustainability addresses two primary concerns in this approach [22]. The first consideration is the business's impact on the environment. The second is the business's impact on society. The objective of a sustainable company plan is to benefit at least one of these sectors. Businesses must embrace sustainable methods or risk environmental deterioration, social injustice, and inequality. When sustainable businesses make decisions, they take a number of economic, environmental, and social concerns into account. They must constantly assess the consequences of their actions to ensure that their short-term gains do not become long-term liabilities.

Sustainable strategies are unique to each organization since they are connected to the organization's bigger business goals and values [23]. Several examples of

sustainable business practices include the use of sustainable materials in manufacturing, supply chain optimization, sponsorship of educational programs, and the use of renewable energy sources [24]. Sustainability is the intersection of environmental and social improvement and financial gain. This intersection is referred to as the shared value opportunity, and it implies that doing good can have a direct impact on a business's ability to prosper. While many firms claim to be sustainable, they lack a realistic or successful strategy for doing so [25]. This means they are unlikely to produce the benefits associated with sustained performance [26]. A sustainable business's behavior, activities, products, and services are determined by an awareness of the ecological and social context in which it operates. Such a strategy operates within the parameters of the known environment and social constraints and reflects the societal demands and requirements. It assures that the impact of the business on the environment and society is not neutral or beneficial [27]

### **3.2 What is a sustainable business strategy?**

A sustainable business strategy is a tool used to support the transformation of a business from unsustainability to sustainability [28]. It establishes a pathway supporting and driving a business as a going concern over the long term [29]. Delivering such a strategy requires some core elements. These elements include recognizing the strategic context or sustainability issues that are likely to affect the business. It requires focusing on the priority issues that require management. It should have a clear sustainability vision that provides a picture of the business's long-term ambitions in light of environmental, social, and economic considerations. They are plans and actions that are likely to assist in the achievement of the business's ambitions. It provides a timescale that is relevant to the trends identified for sustainable environmental and social issues. It requires communicating and reporting messages that demonstrate transparency, authenticity, and progress of internal and external investors.

### **3.3 What is the importance of a strategy?**

All businesses need a strategy that attracts investment. The strategy represents a transformation of the business' capacity and their market position into actions that can be conducted over time in meeting the objectives of the business [30]. Investors will analyze a business's strategy and assess its capability to deliver its strategy. They will then

decide how well the business is doing and whether it represents a good candidate for investment [31]. Therefore, a business strategy is an important area of focus for any organization that wishes to change to more sustainable behavior. It is the distilled essence of a business, and if the strategy does not show a commitment to deliver a sustainable business model, then investors on the business's financial performance do not support sustainable actions.

### **3.4 How to create a sustainable business strategy?**

There are several ways to transform a business by creating a sustainable business strategy [32]. The first stage in this process is to analyze the business's situation and identify the sustainability strategy's objectives. This will involve considering the amount of waste created by the business, whether its culture is struggling, its hiring practices, how the targeted product helps its consumers, and its impact on the local community [33].

After assessing the problem and defining the objectives, it is essential to establish the mission of the business [34]. A separate mission statement is essential in becoming sustainable. The mission statement should summarize the business's objectives and encapsulate the company's values and purposes. It should act as a reminder of why the firm operates in the manner in which it does. The mission statement should clarify the business's who, when, what, where, and why. Additionally, a business plan is necessary. The mission statement should align with the company's long-term business plan. It is critical to guarantee that the business remains profitable while developing a sustainability strategy. The business should examine the impact of the proposed strategy on its profit, people, and the environment [35].

### **3.4 The challenge of a sustainable business**

Although most businesses acknowledge the significance of sustainability, they struggle to balance social and environmental issues against economic outcomes [36]. At the heart of this challenge is a sustainable business's capacity to make the case for sustainability as the driving force behind its strategy and practices. While many businesses have established sustainable policies for sustainability, corporate social responsibility, and environmental management, they are parallel to developing the primary business objectives. Because of this aspect, these policies do not influence the direction or decision-making of the business [37]. Several challenges are faced by the business wishing to implement sustainable strategies. The first

problem is that the implantation activity focuses on controlling sustainable impacts and risks not on a strategic level, but on a tactical level. The outcome of such a focus is that the benefits achieved through these activities are not expressly clear, reinforcing the misconception that sustainability is irrelevant. The issue is that most business decisions pay little regard to sustainability or only consider it because it is featured in the organization's statements. Unless individuals with sustainability responsibilities are equipped to make and implement plans, sustainability will always be secondary to the business's everyday operations.

Another issue involves strategy and planning [38]. A few businesses have dedicated sustainability responsibility within the organization and into the overall business planning and strategy development. Only a few strategies and plans are put in use in standard business management tools and processes. This means that businesses invest in strategy and planning, and sustainability remains a secondary concern for businesses. The last issue involves risks, costs, and timescales. In many cases, sustainability can be linked to business risk issues, but the standard payback periods within organizations are too short to determine sustainability price impacts, which often occur over a more extended period. This means that while the effects of environmental and social trends can be identified in a short time, businesses often struggle to translate these into risks and costs in the short run [39].

#### 4 Discussion

This systematic literature review indicates an increased interest in the subject of sustainable business strategies in the recent past. It provides an interpretation of the issue of sustainability within the business context [40]. The study of selected articles reveals a strong emphasis on some aspects of sustainability, such as the importance of sustainable strategies and how to adopt economically, socially, and environmentally friendly methods while still reaching the organization's objectives. The journal articles evaluated demonstrate a grasp of sustainability and the incorporation of these techniques into business and organization operations on a daily basis. Additionally, it demonstrates a growing commitment by industry to economically, socially, and environmentally good policies.

The complexities in identifying and explaining the interconnections between sustainable business strategies and the positive performance of a business or an organization are shown by the various approaches used by organizations and businesses to

integrate sustainable policies into their business operations. This review shows a trend where businesses and organizations are striving to become sustainable. A detailed analysis shows that CSR is the most commonly utilized approach to ensure that organizations are sustainable [41]. Although CSR incorporation into business practices has been employed for a while, their effectiveness in ensuring organizations are sustainable is limited. This paper discusses the various strategies that can be utilized to assure the sustainability of organizations. Along with the traditional usage of CSR policies, different strategies can be employed to ensure an organization's sustainability.

There is a basis for examining the relationship between Corporate Social Responsibility (CSR) and corporate law critically. [42]. It examines statutory constraints, information disclosure requirements, and director responsibilities. Sustainable decisions are scrutinized in order to give an adjudication that includes guidelines for CSR regulation. It examines how corporation law can aid in the implementation of CSR policies as part of an organization's strategy. Additionally, it employs the traditional legal technique to argue for corporate regulation procedures. The author examines a few legislative initiatives that bolster the authority of pertinent legislative experiences from various jurisdictions. CSR is a self-regulating mechanism adopted by organizations to monitor and ensure they adhere to the law, ethical requirements, and international norms. It includes the obligation for managers to act in a manner that benefits both the interest of the organization and the interest of the entire society. CSR relies on the relationship between corporations, government, and society to attain social, economic, and environmentally-friendly goals. CSR is a complicated and multi-faceted organizational phenomenon that requires organizations to consciously take actions or avoid taking actions that affect various stakeholders. Despite CSR being a voluntary responsibility, attention to CSR policies has not been voluntary in practice. Some look at corporate social responsibility as a challenge to corporations and business. It observes that, despite the substantial literature on CSR, insufficient attention has been paid to the connections between CSR and corporate law, particularly in terms of the legislative initiatives used to create socially responsible firms. It examines CSR and business law concerns in order to determine whether corporation law can help advance CSR.

Sustainable development support policies that incorporate environmental, social, and economic values in decision-making [43]. Climate change is

only one of the factors that affect business strategies and policies. The paper looks at a broad range of environmental and social goals [44]. From a business perspective, sustainable policies support an approach that captures system dynamics, develops resilient and adaptive systems, anticipates and manages variability while making profits. Sustainable development is not a tradeoff between a business and the environment, but it is a synergy between the two. The next level of environmental protection will be created by disincentives to pollute and the positive vision of sustainability that aims for acceptance and motivates businesses to adopt sustainable strategies. The convergence towards sustainability is inevitable and accelerated by government and businesses' efforts [45].

Whether internationally recognized environmental policy and national environmental liability systems warrant amendments to corporate governance law [46], Environmental concerns are examined in relation to corporate governance theories and their practical implications for enterprises. Corporate policies must include environmental issues into all aspects of product development, manufacture, distribution, marketing, and disposal. It examined whether environmental rules derived from international law and implemented on a national level warrant progressive modifications to corporate governance law. It establishes how environmental protection has progressed beyond its existing position in regulating corporate behavior through external legal frameworks to play a role in internal regulations governing how enterprises are run. The author's line of inquiry is critical because it demonstrates that corporate environmental protection cannot be achieved unless it is internalized into the corporate governance regime, rather than being an external regulation that is complied with at the bare minimum level necessary for a business's profitability.

While external rules have the potential to bring business behavior into line with society norms, their area of control is restricted. This means that businesses must increasingly examine the environmental consequences of their actions, regardless of whether they are required to act in a particular way by law. The optimal decision-making level for the implications of an organization's operations is to consider the management level as a critical factor. International law currently restricts the use of rules establishing interstate liability for environmental harm. Alternatively, countries could enact civil responsibility laws requiring corporate organizations operating within their borders to establish an international fund to compensate for environmental damage. Corporate overnice reforms

must show themselves legally by driving progressive change inside businesses and amending pertinent company rules to incorporate environmental considerations into directors' obligations. [47].

Proactive law can assist organizations to become more sustainable [48]. It provides a summary of proactive law literature as it concerns corporate sustainability. It also examines series of cases on the relationship between corporate sustainability and proactive law. It advances novel propositions that link central organizational design elements and proactive law. It also looks at the implications and suggests possible ways of using proactive laws to attain sustainability. The corporate environment cannot be divorced from societal and environmental concerns. With the increasing degradation of the environment, businesses must look at ways to reduce and prevent environmental damage while ensuring prosperity. Proactive law concepts can assist organizations to overcome some challenges of adapting to a degraded ecosystem and strives to achieve sustainability.

## 4 Conclusion

This systematic literature review has provided a valuable analysis of academic literature on the concept of sustainability as it relates to business law. By selecting several research questions, the review has provided valuable insights into sustainability and the interconnection between sustainability and an organization's long-term objectives. In the last few years, several businesses and organizations have committed to sustainability. The strategies adopted by these organizations include setting zero-carbon goals, shifting into the cleaner business model, or diversifying their workforce. The interest in sustainability is likely to increase during the coming years as businesses are forced to become sustainable by environmental challenges and social movements. Despite the increased interest in sustainability, the concept is still confusing to many individuals. Accordingly, to better understand the concept of sustainability, especially in business, it is essential to describe what sustainability is, why it is essential and how to incorporate the concept into a business.

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## **Contribution of individual authors to the creation of a scientific article (ghostwriting policy)**

**Author Contributions: Please, indicate the role and the contribution of each author:**

**Example**

John Smith, Donald Smith, carried out the simulation and the optimization.

George Smith has implemented Algorithm 1.1 and 1.2 in C++.

Maria Ivanova has organized and executed the experiments of Section 4.

George Nikolov was responsible for the Statistics.

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