

Original Paper

A Systematic Review of Green Business, Business Ethics, and Corporate Social Responsibility: Bridging Concepts for Sustainable Business Success

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Abstract

Recently many organization priorities have shifted from increased efficiency and profit maximization to long-term business success. The concepts of green business, business ethics, and corporate social responsibility which were discussed in this article have shared common bridging concepts to bring sustainable business. But the writers were lacking in addressing these common bridging concepts even if more articles were done separately. The main purpose of this study was systematically reviewing the published articles to examine the bridging concepts of green business, business ethics, and corporate social responsibility to the sustainable business success. The review process was conducted with the published articles which were extracted from database of Google scholar, directory of science, Springer, JSTOR, and DOAJ for the period of 2010 to 2021. Totally 46 published articles analyzed and categorized in to eight concepts. The result show that the five bridging concepts: Social responsibility, ethical business consideration, sustainable development, organizational performance, and environmentally friendly or green practice are all negatively impacted by a company's failure to consider sustainability issues. Firms can achieve long term business success if they can incorporate these five bridging concepts in their sustainable business strategy. Finally the writers conclude the study by forwarding future line research.

Keyword

Green Business, Business Ethics, Corporate Social Responsibility and Sustainable Business

1. Introduction

Recently many organizations' priorities have shifted away from increased efficiency and profit maximization and toward long-term company success. To guarantee sustainable development show we ought to utilize our assets more proficiently Lahti et al. (2018), which, in turn, requires focusing on sustainable development or the success of business activities. Taking as a beginning point the key concept of common capital as the world's stock of common assets—such as air, water, soil, topography, and all living life forms, whether renewable or not at that point it is fundamental to consider the preservation of this characteristic capital to guarantee the long run of humankind (Costanza & Daly, 2000). In case we proceed to diminish saves of characteristic assets without recharging, we run the hazard of environmental collapse. Severely overseen normal capital gets to be a social and financial obligation and maintainability depends on its support (Wackernagel et al., 2008). Consequently, our economy cannot be based on a “take, make, consume and dispose of” model, and consumers, governments, and businesses must be aware of this reality (Kong et al., 2020).

The three topics discussed in this article have a direct impact on sustainable business success, which encourages sustainable industries that focus on responsible production and consumption by maximizing resource and energy efficiency while being environmentally friendly. This situation impacts the creation of new products, increasing competitive advantage in new markets, maintaining customer satisfaction, and promoting sustainable economic growth with quality employment without harming the environment (Neah et al., 2014; Hennemann et al., 2021). For example, Green business initiatives are a practice of an ecopreneur who creates economic value through environmental sustainability. “Go Green” is a famous sustainability phrase that has been proposed as an eco-solution to environmental concerns in the twenty-first century (Chukwuka, 2018).

In this article, the researcher wants to systematically review the publications that have been grouped under the concepts Green Business (GB), Business Ethics (BE), and Corporate Social Responsibility (CSR), all of which are linked by the common objective of promoting sustainable business success.

The concepts of Green business (GB) can be defined as business practices that are evaluated to be environmentally friendly. These practices could include using natural and organic products in the construction of its facilities, tighter emission controls, environmentally responsible supply sourcing, and developing organizations and processes to make the most efficient and cost-effective use of resources (Orlitzky et al., 2011; Song et al., 2019). Adopting concepts, strategies, and practices that increase the quality of life for customers while also protecting resources is what green business is all about. Using renewable energy sources, improving material recyclability, and decreasing hazardous dispersion are all eco-friendly corporate strategies (Karagulle, 2012).

Green business practices refer to all linked programs aimed at assisting businesses in reducing the environmental consequences of their operations while simultaneously assisting them in saving money (Chukwuka, 2018). This means they will utilize fewer raw materials, natural resources, electricity, and water, resulting in reduced waste and lower operating costs (Karagülle, 2012; Engelmann et al., 2019).

Corporate social responsibility concepts have a long history in the business world. It has been a major issue in management at least since 1960 (Paul & Parra, 2021). Companies that make money while being socially responsible contributors to certain, but not all, areas of social development. It is unrealistic to expect every corporation to be involved in every facet of social development. That would be absurd and excessively constraining (Kunz, 2020). However, a company's involvement in some aspects, both within and outside the organization, will make its products and services (for example, financial services) more appealing to consumers as a whole, resulting in increased success. The expenses of implementing CSR will rise, but the advantages will very certainly exceed the expenditures (Hopkins, 2012; Kunz, 2020; Sheehy & Farneti, 2021). According to Hopkins (2012) state that Enterprises have recognized that social responsibility is excellent for business for and from each of the seven key azimuths within which they trade and operate. These include their shareholders and potential investors, as well as their managers, employees, customers, business partners, contractors, and suppliers, the natural environment, and the communities in which they operate, including national administrations.

Ethical behavior and corporate social responsibility can bring significant benefits to a business. The idea that business enterprises have some responsibilities to society beyond that of making profits for shareholders has been around for centuries (Kolk, 2016). This partly accounts for the reason why the concept of Corporate Social Responsibility (CSR) has continued to grow in importance and significance (Carroll & Shabana, 2010). One of the core beliefs is that business organizations have a social and ethical responsibility, as well as, the economic mission of creating value for shareholders or owners of businesses (Carroll, 1989). Whereas, the economic responsibilities of a business are to produce goods and services that society needs and wants at a price that can perpetuate the continuing existence of the business, and also satisfy its obligations to investors; ethical responsibilities are those behaviors or activities expected of businesses by society and other stakeholders such as employees (Ferrell & Fraedrich, 1997) as adopted from (Adda et al., 2016).

The current significance of the subject GB, EM, and CSR is affirmed by the tremendous increment in logical writing. In any case, fair none of writing survey article right now exists that incorporates the three bridging concepts and examinations the differing qualities inside and among them concerning sustainability. There is also a few systematic literature review that contributes to a fuller understanding of the business case for corporate social responsibility and firm performance but only focuses on CSR, which has been taken as a reference (Kong et al., 2020). Concurring to the contention of Hawn and Ioannou (2016), even if more writers were focusing on the GB, EB, and CSR separately, still there is a gap in investigating these areas in regard to the common bridging concepts to the sustainability. In line with this gap, the intention of study systematically reviews the published articles to examine the bridging concepts of green business, business ethics, and corporate social responsibility to sustainable business success.

The main objective of this study is to examine the bridging concepts of GB, BE, and CSR to

sustainable business success based upon published articles. Hence, the specific questions to be addressed in this study would be: First, what were the publication trends look like in these three areas from 2010 to 2021? Second, what were the bridging concepts of the three topics to the sustainable responsible business success? Finally, what would be conceivable gaps within the writing, permitting us to progress a few future lines of investigation?

The rest of this work is organized as section 2 methodology, section 3 the result and discussion, and the final section is the conclusion, the future line of the researchers, and implications.

2. Methodology

2.1 Study Design

This study employed a systematic review method to examine the bridging concepts of green business, ethical business, and corporate social responsibility to the sustainable business success. Systematic reviews are useful not just for adopting evidence-based practice, but also for assessing the state of knowledge in relation to a specific subject (or set of questions) and influencing future research. Other reason for selecting systematic reviews method is to create data-based rationales for newly proposed development actions (Hopp, 2009). Systematic reviews can also be used to gather useful data about the effectiveness of development efforts. Development initiatives may even be subjected to meta-analysis if specific conditions are met (Baloyi & Jordan, 2016). The methods employed to systematic review were adopted from the PRISMA (2009) guidelines. The process was conducted based on four phases: these are search strategy, selection criteria, quality assessment, and data extraction (included).

2.1.1 Search Strategy or Identification Phase

The researcher used a search strategy to find relevant material for this systematic review. This strategy was used in four different databases. Google scholars, JSTOR, directory of science, springer, and DOAJ are some of the resources available. The database was searched using the terms “green practice”, “business ethics”, “social responsibility”, “bridging concept” “sustainability”, and “business success”. Journal articles that were published in English exclusively were included in the searches, which encompassed the years 2010 to 2021. The search did not include any articles or documents published before 2010. And also articles or documents from any other subject were eliminated from the search because it was primarily focused on the field of business management. From this phase, a total of identified 540 articles were recorded.

2.1.2 Selection Criteria or Inclusion and Exclusion Criteria

After a total of 540 articles were recorded, some inclusion and exclusion criteria were employed in this investigation. In this phase, documents were assessed to check the relevance and consistency of the search’s goal. Hence, the articles which have less relevance and significance to the objective were excluded. And also duplicated articles were eliminated from the documents. At this stage, a total of 413 research articles were eliminated and 127 records have been extracted.

2.1.3 Quality assessment or Eligibility Phase

Only original research publications and review papers were used in this investigation. The researchers used a variety of criteria to preserve the review's quality, including unambiguous indicated abstract, and conclusion. For the analysis and purifications of the articles, the abstracts and conclusion were reviewed to guarantee the quality and relevance of academic material included in the review process. At this stage after carefully evaluating the abstract of the articles we extract totally 46 articles and 81 articles were eliminated (The summarized results shown below in Figure 1).

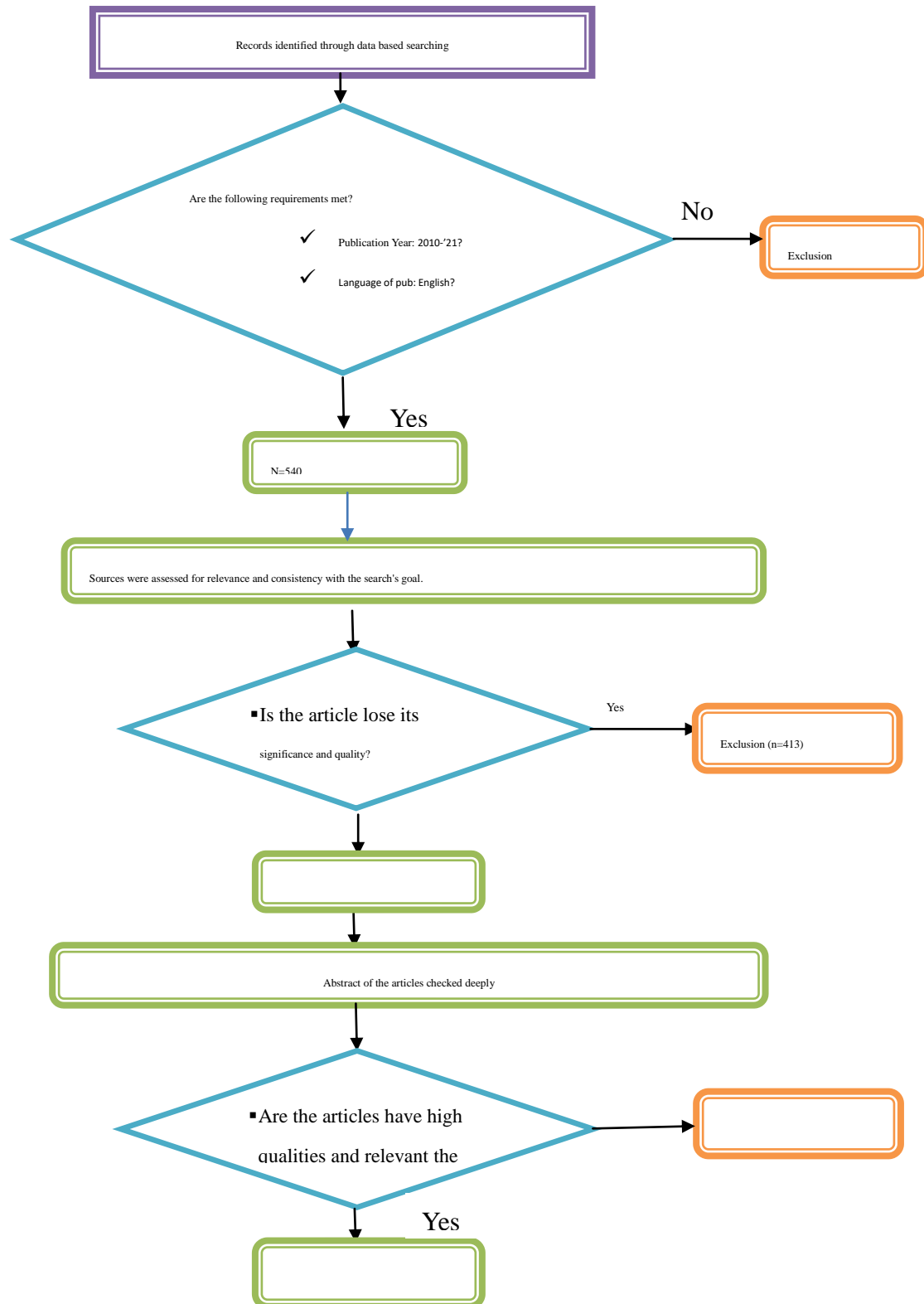


Figure 1. Data Extraction Procedure (Adopted from Rashman et al., 2009)

2.2 Data Analysis

This study used descriptive and content analysis, as well as review questions that were established at the start of the review process. It was accomplished using cross-tabulation, specifically to determine the percentage of published papers based on their subject and emphasis area, as well as a bar graph to depict the publication dispersion by year, geographical area, and country, and a database. In addition, a pie chart was used to illustrate the research type (conceptual, empirical, and systematic review). The descriptive analysis aids the research characteristics sub-part, which provides the reader with a brief background of the reviewed publications in this study in the following section. Furthermore, content analysis was used as a data analysis strategy in this study. The researcher manually encodes the concerns discussed in the papers before using an interpretative approach to examine the study's findings.

3. Result and Discussion

3.1 Result

In this section, the results of the reference index investigation are portrayed, a substance investigation to categories comes about by theme of considering is made, and patterns in distributions and most critical commitments are analyzed.

3.1.1 The Literature Distribution Based on Their Subject Area

As illustrated in Table 1 shown below total of 46 publications were obtained from the execution stage of the systematic literature review. From these articles, the percentage of green business (GB) subjects is 37.8 then followed by the percentage of corporate social responsibility (CSR) which is represented 35.1%. The rest of the published articles are business ethics (BE) which represents 27% of the published articles.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Green Business	17	37.8	37.8	37.8
Business Ethics	13	27.0	27.0	64.9
Corporate Social Responsibility(CSR)	16	35.1	35.1	100.0
Total	46	100.0	100.0	

Table 1. Classifications of Publications Based Upon the Topic or Subject Area

3.1.2 Publication Distribution upon a Year

As depicted in figure 2 shown below, the yearly published articles based upon their subject area were identified and compared. Accordingly, the number of publications on these areas has been increased significantly since 2016. But it seems less publication in 2021 in the area of GB and 2020 in the area of GB. These illustrations indicate that the area of GB, BE, and CSR is a recent cross-cutting issue.

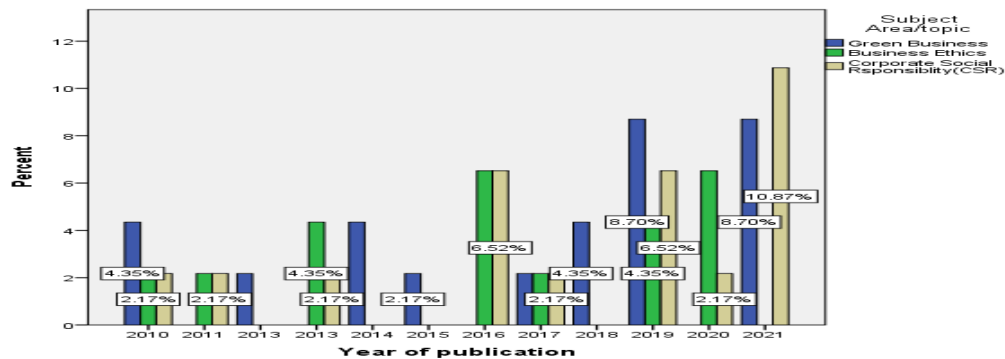


Figure 2. Publication Distribution in a Year and Topic

3.1.3 Database or Search Engine

The result presented in figure 3 or bar chart shown below more articles is searched or accessed from the directory of science followed by Springer, Google scholars, JSTOR, and DOAJ 2 to 4 respectively. This indicates that the articles were extracted from the reputable journals.

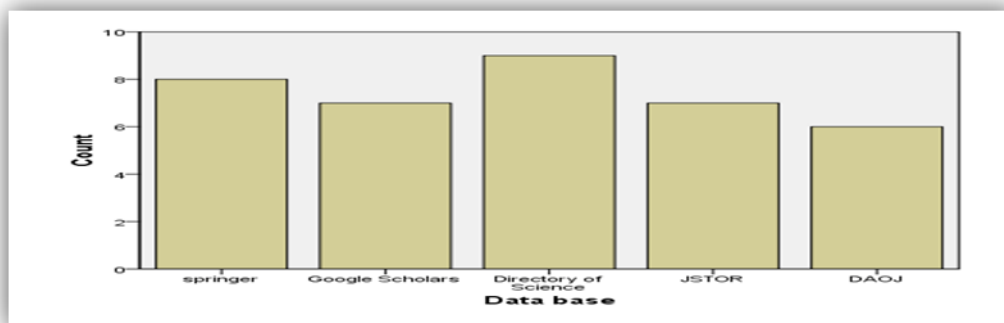


Figure 3. Database of the Articles

3.1.4 Study Type

As presented in figure 4, shown below, the study characteristic is clarified in terms of the sort of studies looked into in this consider. As appeared within the pie chart underneath, lion's share (more than 59%) of articles were empirical whereas 16% of the analyzed articles were based on Conceptual or hypothetical audit and similarly, 16% were checked on based on systematic. The remaining considers were secondary information (5.4%), and meta-analysis (2.7%). This indicates that more studies were evidence-based and original.

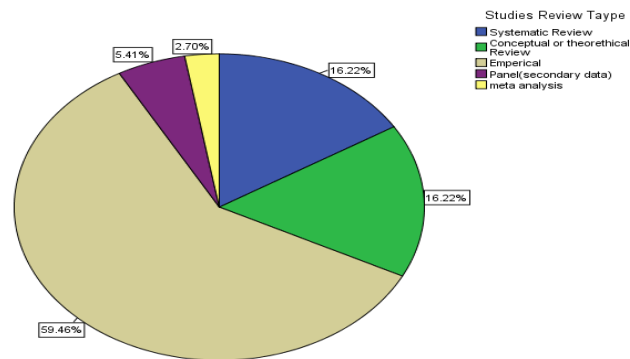


Figure 4. Type of the Studies or Approaches of the Articles

3.1.5 Publication Distribution in a Country

When the authors' country of affiliation was analyzed, the Green Business (GB) was shown to be mainly studied in China, followed by Germany. The United States and Taiwan were in the leading positions on analyzing the Business Ethics (BE), and the United States, Germany, and Australia appeared most frequently regarding publications on corporate social responsibility (CSR) (Summarized in Figure 5).

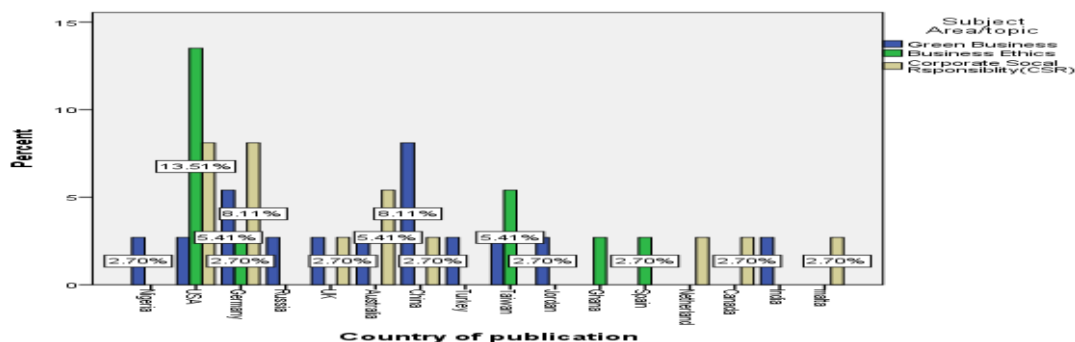


Figure 5. Publication Trends Based on the Countries

3.1.6 Geographical Continents of Publication

When we evaluate the authors' geographical continents of affiliation, the Green Business (GB) was shown to be mainly studied in Asia, followed by Europe. North America, Europe, and Asia were in the leading positions on analyzing Business Ethics (BE). Europe appeared most frequently regarding publications on Corporate Social Responsibility (CSR) followed by North America. The African continent was the least one in emphasizing such aspects (Summarized in Figure 6).

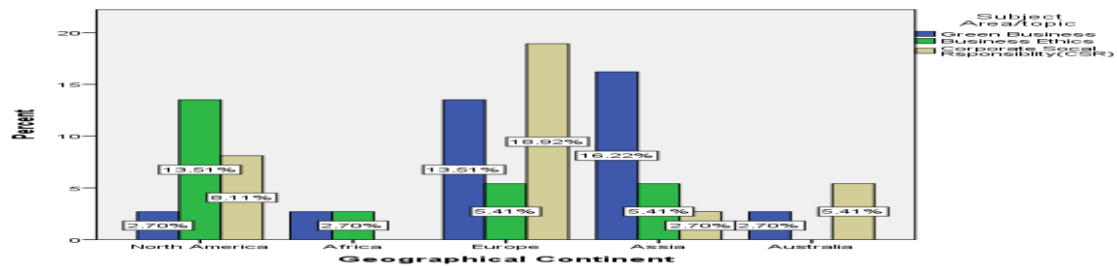


Figure 6. Geographical Continents of the Publications

3.1.7 Publications Categorization by Focus Area

To classify the articles and recognize the main trends in publications, as well as to make the researcher's duty of looking for papers on their topic of interest easier, an analysis of the content of the publications to obtain a categorization by theme was regarded vital. Eight categories were established, with the understanding that categorization can be subjective. Our main goal was to look at the three topics' bridging concepts for long-term responsible business success. Table 2 summarized these eight recognized classifications.

Table 2 shown below illustrate that, the result contains a total of 46 documents analyzed, categorized based on their focus area. Five different categories concerning the GB were obtained according to the research contents. Of these, sustainable business development (24%) was the central focus area of GB followed by environmentally friendly (21.4%) and organizational performance or success (21.4). The dominant focus area of the articles of EB is social responsibility (26%) followed by ethical business consideration (17%) and environmental friendly (17%) of the document extracted. The CSR articles were classified into five categories, and the central focus area of CSR was social responsibility (38 %) followed by organizational performance (23.1%). Sustainable business development is the third focus area of CSR which represents 17%.

Based upon these concept categories "Sustainable Business Development," "Social Responsibility", "Environmental friendly", "Organizational performance", and "Ethical business consideration" were discovered as bridging concepts of the three topics.

Table 2: bridging Concept categories of Green Business, Business Ethics, and Corporate Social Responsibility

Concept categories	Subject Area/topic			Percentage (%)
	GB (%)	BE (%)	CSR (%)	
Ethical Business Consideration	12	17	13	13
Moral Development	-	10	0	2.7
Sustainable Development	24	10	16	17
Social Responsibility	7	26	38	24
Environmental Friendly/Responsibility	21.4	17	10	16
Organizational performance/success	21.4	10	23.1	20
Green Business Practice/process management	14.3	0	0	5
Ethical Business Training	-	10	0	2.7%
Total	100	100	100	100%

3.2 Discussion of the Main Finding on Each Topic

3.2.1 Green Business (GB) to the Sustainable Business Success

As shown in table 2 above, sustainable business development represents 24% of the publications, Organizational Performance/Success (21.4%), and Environmental Friendly (21 %) were the main focus area of the GB documents. These three categories account for more than 66 percent of the articles.

Green business and sustainable development, as scholars point out, are quite significant and require a great lot of attention (Hennemann et al., 2021). Greening procedures have a substantial impact on the long-term viability of the green economy since they affect not just one function, but all corporate operations. Sustainability is a result of long-term stability, not something that can be achieved suddenly (Hasan et al., 2019). The literature reviews attempt to assert the ideas of GB as a company committed to environmentally sustainable development in its processes, people strive to use renewable energy sources and attempt to minimize the negative environmental impact of its activities, enabling to differentiate, but do not detach, the “green business” idea from the wider definition of “sustainable business” (Ekanaviius et al., 2014).

According to a survey conducted in Turkey in the domain of green business for sustainable development and competitiveness, industry pioneers and global corporations are paying significantly more attention to sustainable development and the welfare of the country and the world. Short-term plans and practices are projected to be replaced by long-term projects and investments as they focus more on strategic aims. With the stringent application of legislation and the sincere approach of managers, a “greener” industry can be formed because of companies’ key goals are long-term survival and sustainable development (Karagülle, 2012).

Environmental Friendly Aspects was GB’s second idea category, accounting for 21% of all extracted articles. Green growth, which is considered in academic literature as an umbrella paradigm or a heuristic notion for sustainability, is performed through sustainable firms that exhibit profitability and development potentials, according to a Jordanian study on Concretizing Green Growth and Sustainable Business. At the same time, these enterprises must demonstrate environmental goals such as resource

efficiency, innovation, low-carbon production, reuse, or circular processing by design (Engelmann et al., 2019 & Ekanaviius et al., 2014). The framework on green concerns or sustainability, environmental responsiveness of business, corporate social responsibility, governance intuitions, and business regulation was given front attention, according to Singhal and Effiong (2016).

Environmental innovations, according to a Russian study, are changes in the socio-economic growth of society that, when combined with a positive effect, improve the state of the environment or considerably minimize the negative influence on it. The authors conclude that greening a company's consumer relations entails, on the one hand, supporting the provision of environmentally friendly goods and services, and on the other, cultivating consumers' good taste economic requirements and interests aligned with high environmental standards (Gassiy & Stoikov, 2019).

The third crucial concept category of GB was organizational performance or business success which represents 21% published of articles. According to the findings of the review literature, green business efforts have a large and favorable impact on the productivity of selected industrial enterprises in emerging nations. This suggests that businesses that limit their environmental impact will be more productive than those that do not. Green business activities, in turn, have a large and favorable impact on staff productivity. The productivity of employees is what drives the productivity of businesses. Green business methods, ideas, and processes will produce extremely beneficial results that will be seen in both the corporation and the environment (Gassiy & Stoikov, 2019; Chukwuka, 2018; Yin et al., 2021; Wu et al., 2021).

The fourth critical concept group of GB was "Green business Practice/process management" and which represent only 14%. There is widespread agreement that we must lower our collective carbon footprint. While much research effort has been focused on developing alternative energy sources, vehicle technologies, and waste disposal systems, we frequently overlook the reality that the ability to optimize (current) activities to reduce emissions impact is critical to this exercise (Ghose et al., 2010). According to the findings of the review literature, as more attention is devoted to the environmental problem, the necessity for a green business model for businesses has become increasingly important (Wu et al., 2021). Furthermore, including green new products can help a company's reputation and product portfolio, as well as provide a way for businesses to secure environmental, social, and financial benefits (Pritchard & Wilson, 2018).

The fifth noteworthy concept area mentioned in GB is the importance of ethical business considerations (12%) for long-term business success. According to the findings of Pervez (2020), adopting Green Business Ethical Practices (GBEPs) not only improves a company's international reputation in terms of its responsiveness to the environment and international society, but it also aids it in increasing its ecological enactment by successfully managing its environmental responsibilities.

Furthermore, from an ethical business perspective, where doing the right thing is the driving force for implementing green practices, progress toward the formation of an environmental strategy that protects the environment (environmentalism view) could be facilitated (Fuquene-Retamoso, 2019). As a result,

it requires a new strategic idea for “incorporating the natural environment’s threat into management” and attaining long-term competitiveness in which internal capabilities and external (social) legal reputes cohabit.

Finally, Social responsibility is the other most important aspect of GB. According to the findings of the literature review, purchasers considered purchasing an ecologically friendly industrial commodity (Poulakidas & Dion, 2016). Buyer intent was significantly influenced by a business reputation for product quality and social responsibility, according to their findings.

3.2.2 Business Ethics (BE) to the Sustainable Business Success

As illustrated in table 2, the most predominant concept category of BE in the extracted articles were ethical business consideration, moral development and ethical business training. Totally these issue accounts 37% of the published articles. The authors’ findings show that companies with ethical ideals at their core reinforce ethical behavior and successfully establish trust with their many stakeholders, resulting in the formation of an ethical and trustworthy corporate culture and a favorable corporate environment (Brenkert, 2016). According to this logic, an ethical approach to business can increase organizational capital by encouraging open communication, problem-solving, knowledge sharing, and creativity among employees; increasing social capital by improving interactions and relationships with suppliers, customers, and other stakeholders; and attracting and retaining good talent by increasing human capital (Su, 2014; DeTienne et al., 2021). Floyd et al. (2013) argue that unethical behavior has reached crisis proportions in the business world.

Professional, focused, and workshop-based training programs are extremely helpful for promoting corporate ethics, according to findings made in the United States (Medeiros et al., 2017; Brenkert, 2016; Floyd et al., 2013). Another research from Germany suggests that the link between ethical awareness and the intention to participate in ethically dubious action is indirect and mediated by ethical experience, or individuals’ exposure to ethical role models in organizations (Hirth-Goebel & Weißenberger, 2019). Furthermore, when it comes to corporate ethics, moral growth is not a separate issue. According to a study conducted in the United States of America, the moral judgment-action gap is a recurring issue in cases of unethical activity. The moral judgment-action gap describes people’s inconsistency in knowing what is right but doing what they know is wrong (DeTienne et al., 2021).

The second issue rose in the area of BE was the concept of social responsibility which represents 26% of the publications. Ethical business issues are critical to the success of a long-term enterprise. The idea that businesses have responsibilities to society beyond producing profits for shareholders has been present for millennia, according to the review articles (Adda et al., 2016; Leiva et al., 2016). Business ethics, according to their research, leads to the better employee, consumer, and community relations. Not only that, but socially responsible businesses can gain from improved public image/reputation, increased consumer loyalty, and stronger and healthier community relations.

The third most important point of BE was environmental responsibility which represents 17% of the reviewed literature. According to the author’s Chang (2011) states that corporate environmental ethics

has a positive impact on green product and process innovation. Furthermore, this research establishes that green product innovation is a mediating factor in the beneficial association between corporate environmental ethics and competitive advantage. The ethical climate has a significant impact on management accountants' willingness to refrain from engaging in ethically dubious action. The findings of the authors Hirth-Goebel and Weißenberger (2019) confirm that the idea that the link between ethical awareness and the intention to participate in an extremely unethical activity is indirect and regulated by ethical experience or individuals' exposure to ethical role models in organizations.

The final critical issue rose from the BE concepts was sustainability and organizational performance. According to the conceptual study examined in the United States, today's managers and engineers have a responsibility to society and future generations to include a broader variety of stakeholders than are generally considered in organizational decision-making. Managers and engineers should examine the implications of their actions not just on people today by minimizing, for example, poisonous materials or unsafe operations but also on future generations by agreeing to address long-term repercussions on the natural environment (Hendry & Vesilind, 2010).

3.2.3 Corporate Social Responsibility (CSR) to the Sustainable Business Success

As depicted in table 2 shown above, "Social Responsibility," "Organizational Performance/Success," and "Sustainability Development" are the three most common CSR concept categories, accounting for 38%, 23%, and 16% of the extracted document, respectively.

As illustrated in figure 5 shown above, the first concept group is more popular in the geographical continents of Europe which accounts 16% and North America accounts for almost 11% of the writings. In Europe, more publications in social responsibility come from Germany. According to the findings of the authors Kunk (2020); Ulke and Schons (2016), a study conducted in Germany points that, social responsibility activities on a company and supra-organizational level have a favorable impact on intrinsic motivation while not affecting extrinsic motivation, i.e., CSR neither encourages nor inhibits extrinsic motivation. As a result, a commitment to CSR can be used as a powerful tool for inducing intrinsic motivation without jeopardizing extrinsic incentives.

According to the results of a systematic review conducted in Canada, corporate social responsibility (CSR) activities have the potential to strengthen connections between businesses and their stakeholders (Peloza & Shang, 2011; Van Rekom et al., 2013). One of the techniques corporations use to positively impact stakeholder perceptions and elicit desirable business outcomes is to engage in strategic corporate social responsibility (CSR) projects (Beldad et al., 2020). Furthermore, the company's reputation for product quality and social responsibility had a considerable favorable impact on customer intent (Poulakidas & Dion, 2016). Stakeholder participation favorably increases individuals' inclination to engage with the project, according to a poll conducted in the Netherlands, and this effect is mediated by views of CSR motives and low levels of skepticism (Beldad et al., 2020).

"Organizational Performance" is the second most essential item in the CSR concept category. This concept category is given more weight in Asian geographical papers, which account for 23% of the

total number of articles assessed as depicted in figure 6. The Chain review offers a better grasp of the relationship between business performance and the CSR effect (Kong et al., 2020; Camilleri, 2017). CSR is positively associated with greater financial performance (profitability), according to Ekatah et al. (2011); Diem Hang and Ferguson (2016) a UK empirical study and this association are statistically significant. Also, according to research conducted in the United States, CSR activities have a direct impact on the communal relationship between a firm and its personnel (Lee, 2020).

The focus on sustainable development was the third CSR theme category. Sustainable development is defined as development that meets current needs without jeopardizing future generations' ability to meet their own. Its goal is to raise per capita income and wealth without impoverishing current or future generations (Sheehy & Farneti, 2021). The Netherlands' conceptual studies (theoretical review) concluded that, if organizations want to strategically embrace CSR to achieve a sustainable positioning of their corporate brand and long-term positive benefits for society, CSR initiatives should emerge from core business processes and focus on the benefits the organization can provide to society, resulting in a win-win scenario for the organization and society (Van Rekom et al., 2013).

The fourth point highlighted in CSR is the importance of ethical corporate practices. According to the authors Gheraia et al. (2019), the current market climate is defined by severe rivalry, which forces all firms to strive for greater success by capitalizing on every business strategy or instrument available in order to ensure market sustainability. As a result of the substantial benefits that businesses provide in their environments, preserving ethical business considerations in conjunction with corporate social responsibility has provided a fantastic opportunity for long-term economic success.

Companies are under increasing pressure to establish corporate social responsibility (CSR) initiatives that account for their operations' economic, social, and environmental implications. Companies that have historically reported financial results to shareholders are now beginning to communicate non-financial results to other stakeholders. This paradigm shift necessitates a re-examination of morals, values, and ethical convictions by individuals in charge of business governance and reporting (including accounting professionals often linked with financial reporting (Ackers, 2015; Gheraia et al., 2019).

Environmental friendliness/responsibility was the final issue raised in by the CSR activity. According to the findings of an empirical investigation, purchasers regarded purchasing an ecologically friendly industrial commodity (Poulakidas & Dion, 2016). According to Camilleri (2017) pointed out that responsible business practices generate economic and societal benefits by re-aligning corporate goals with stakeholder management and environmental stewardship. It is vital to increase the number of environmentally conscious businesses and to develop environmentally sound consumer patterns (Gassiy & Stoikov, 2019).

3.2.4 Bridging Concepts (GB, EB, CSR) to the Sustainable Business Success

The joint analysis of the three subjects shows that despite certain differences the common goal is achieving long-term responsible business success. When reviewing systematically a total of 46 articles,

the author tries to observe that five common elements or focus areas which are help to interrelate the three concepts. These are: social responsibility (represent 24% of the publications), organizational performance/success (accounts 20%), sustainable development (represent 17%), environmental friendly/responsibility (16%), ethical business considerations (represent 13%) as depicted in table 2. The green business practices were categorized under the categorical concepts of environmentally friendly. And also the concepts of moral development and ethical business training were tried to categorize under the concepts of ethical business consideration.

The results suggest that the concept of CSR can be taken as a more general concept, considering that both the GB and the EB. It could be said that it is not complete without adequately implementing both elements of green business and ethical business considerations to bring responsible business success.

The tight connection among the three ideas and their interdependency in optimizing social responsibility, ethical consideration, organizational performance, sustainable development, and environmental friendly to reach the goal of more sustainable corporate success has been demonstrated in this literature study.

Bridging concepts of social responsibility

Social responsibility has a great contribution to sustainable business success, The findings of research done in china point out that social responsibility is linked to a green company identity, which has a favorable impact on the success of new green products(Song et al., 2019; Sameer, 2021). Dangelico and Pujari (2010) points out that green product innovation can help businesses develop while also preserving the environment. Chang (2016) corroborated this finding by developing a new notion of green adaptive ability and investigating the relationship between green adaptive ability and green product creation effectiveness. Padilla-Lozano and Collazo (2021) also confirm that social responsibility and green innovation have a significant impact on manufacturing competitiveness in emerging economies.

Bridging concepts of ethical consideration

If a firm wants to be seen as a trustworthy partner and a respected member of the industry, it must exhibit a high level of institutionalization of business ethics concepts and practices, as well as remarkable ethical behavior (Sroka & Szántó, 2018). Commercial ethics is seen as a crucial aspect that influences business success and the corporate image of firms in the industries in concern, according to their verification. The ideas of CSR and Company Ethics, according to Gheraia et al. (2019), are the main relationships that we should regard as a major factor in the development of business and society.

Bridging concepts of Organizational performance

Sustainable organizational performance or success also comes from the implementation of the principles of the three concepts within the organizations. The ecological impact score, green policies, and performance score were found to have an impact on organizational performance in manufacturing organizations; however, green reputation has a greater effect on organizational performance in service firms (Ngniatedema & Li, 2010). According to the findings of a study conducted in Nigeria,

implementing green business practices, concepts, and processes will result in a highly beneficial impact that will be seen in the organization and the environment (Chukwuka, 2018).

Recently business ethics has also got wide attention for the success of the organization. Business ethics' main goal is to emphasize two points: that business decisions have an ethical dimension, and that executives should always consider the ethical consequences of strategic business decisions before acting. As a result, environmental deterioration is reduced, and industrial organizations' long-term viability and profitability are improved (Nkeobuna & Ugoani, 2019; Bayraktaroğlu & Yılmaz, 2012). According to Ezeanyim and Ezeanolue (2021), decision-makers should prioritize the application of ethical conduct to improve organizational performance by allocating enough resources and committing to long-term economic success.

And also it is difficult to isolate corporate social responsibility and organizational performance in business practices. According to Singh (2021), Corporate Social Responsibility (CSR) is commonly utilized to motivate firms to develop strong relationships with external and internal stakeholders to improve organizational performance. CSR has an impact on the company's financial performance. CSR activities are sufficient for direct engagement with customers, assisting in the improvement of economic performance (Nasieku & Olubunmi, 2014; Pallathadka, 2021).

Bridging concepts of sustainable development

The other most important issue raised from the bridging concepts of the three ideas is sustainable development. Private companies are looking for new strategies to deliver a sustainable development strategy to deal with the harsh business environment (Karagülle, 2012). Environmental considerations have a significant role in long-term expansion plans. As a result, green measures have become crucial for them. Green policies, as a result of environmental restrictions, may influence the success of private firms (Ngniatedema & Li, 2010; Chukwuka, 2018; Zubeltzu-Jaka et al., 2018).

Business ethics and sustainable development are interconnected concepts for business success. As Lange (2004) cited by Cassar (2019) point out, business ethics has orthodoxy (correct policy) and orthopraxis (correct practice) at its core, which can be achieved through the mind, heart, and hand triad, which is touted as the best way to promote a transformative business ethically, diverging from an epistemological shift in worldviews to an ontological shift in being in the world. Organizational ethics, according to Wesarat p. et al. (2017), is defined as the integration of ethical environment and culture in organizations, which has a significant impact on ethical decision-making and outcomes, which could contribute to sustainable development. As a result, businesses shift their focus from increased production and profit maximization to long-term development.

Corporate social responsibility also takes a share in organizational sustainable business development. Companies must align and integrate CSR with business strategy and integrate it across all operational functions, implement an open information strategy for more transparent information sharing with multiple stakeholders, and leverage transparency to increase the level of engagement of key constituents and customers, to achieve CSR and sustainable development. CSR can become a facet of a

company's successful competitive strategy when these activities are combined (Tsoulfasa & Pappis, 2012; Meseguer-Sánchez et al., 2021).

Bridging concepts of Environmental Friendly (or green business practice)

Traditional economic systems have had significant negative consequences for environmental development as well as unfair wealth disparity, resulting in environmental destruction and demographic imbalance (Meseguer-Sánchez et al., 2021). Given the prevalence of unequal opportunities and access to resources in a global economy, it would be worthwhile to investigate the concept of environmental friendly bridging to the three ideas (GB, BE, and CSR). Environmental sustainability has now emerged as a critical concern for business growth, environment protection, and social inclusion. Ignoring environmental issues can lead to natural resource deterioration and extinction, which can be harmful to both the corporate sector and society. Environmental issues are a significant step for the betterment of human beings in CSR, and if executed fully, maybe a significant contribution to maintaining a healthy environment (Neah et al., 2014; Orlitzky et al., 2011). Another most important point in environmental friendly or green business practice is considering business ethics. The business has a natural, non-reciprocal obligation toward natural beings impacted by its operations, according to researchers. Awareness-based ethics are sufficient for commerce at the level of individual biological entities. Ecosystem ethics is important for business at the level of natural ecosystems. Gaian ethics apply to commerce at the Earth's overall level (Zsolnai, 2011; Krishna et al., 2011).

Based on the bridging concepts of three ideas (GB, EB, and CSR) which were extracted from the review literature, the researchers try to develop the following model or frameworks. These common elements of the three ideas expect to have a direct relationship to sustainable business success. Common bridging concepts were summarized in figure 7.

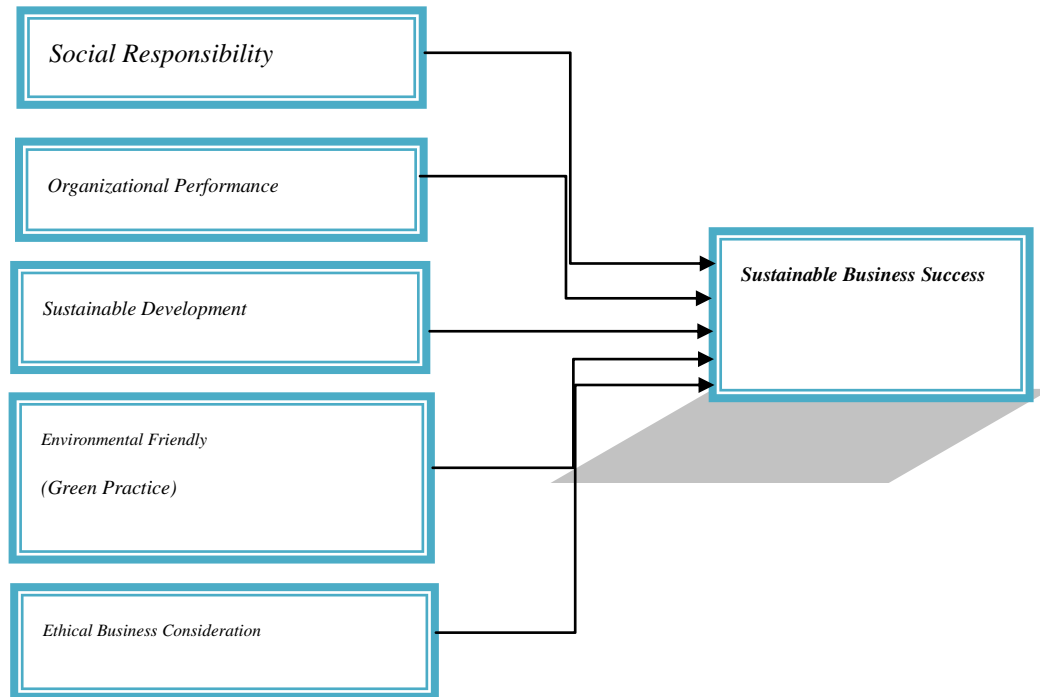


Figure 7. The Five Bridging Concepts of the GB, BE, and CSR to the Sustainable Business Success (Source: from My Own Systematic Review Analysis)

3.3 Implication of the Study

Business success that is sustainable is a crucial topic that is a major challenge for both enterprises and the global community. It is the practice of running a business without having a harmful impact on the environment (Zilahy, 2016; Peloza & Yachnin, 2008). For a company to be competitive in its field, it must have a sustainability strategy (Comin et al., 2020). Sustainability is a long-term value-creation approach that considers an organization's or firm's connections with its social, ecological, and economic environment (Kurniawan & Iskandar, 2021).

Hence, this study finding implies that first; organizations' priorities must have shifted to sustainable business success instead of only focusing on increased efficiency and profit maximization. Organizations that are only focused on profit frequently make short-term decisions without regard for long-term viability. Because making a lot of money or "doing well" and tackling social and environmental problems or "Doing good" are two concepts that are intertwined in a sustainable business plan (Wicks et al., 2012). Businesses have realized that they must not only be more conscious of their environmental impact, but also be more environmentally sustainable in their core operations.

Second, to achieve sustainable business success, the executors, owners, managers, and concerned officials should focus on the five common bridging concepts of GB, EB, and CSR. That means social responsibility, ethical business consideration, sustainable development, organizational performance, and environmentally friendly or green practice should be considered as an identity or culture of the organizations.

Finally, if the goal is to make progress toward responsible business success, the concepts mentioned, which propose solutions for producing more cleanly without generating waste or gas emissions while using materials and resources efficiently and respecting nature, must not only be understood but also put into practice. These principles should be widely promoted, and business decision-makers should be urged to utilize the five bridging concept of GB, EB, and CSR approaches to boost business success.

4. Conclusion and Limitation of the Study

4.1 Conclusion

Throughout the previous decade, the concepts of Green Business, Business Ethics, and Corporate Social Responsibility, as well as their connections to the goals, have been crucial to achieving sustainable business success. Sustainability does not imply foregoing income or putting success on hold. Instead, it has evolved into a critical component of any successful organization's strategy. The five bridging concepts: Social responsibility, ethical business consideration, sustainable development, organizational performance, and environmentally friendly or green practice are all negatively impacted by a company's failure to consider sustainability issues. Firms can achieve long term business success if they can incorporate these five bridging concepts of green business, business ethics and corporate social responsibility in their sustainable business strategy. Even if sustainability strategies are a short-term investment, they can pay off in the long run.

Finally, as evidenced from the review articles, the author's findings deduced that all these five common variables mentioned above were direct influences on the long-term responsible business success. Hence, future research needs to be done more inclusively with the common bridging concepts of the three topics.

4.2 Limitations of the Study

The limitation of this study is that in the methodological approach for identifying the published articles only focused on management related field. This method may leave out important information regarding papers found in other fields of research. Another limitation is that the analysis has concentrated solely on the publication of scientific articles from 2010 to 2020, ignoring other factors such as participation in Congresses, book publications, and book chapters, as well as a different time horizon. Incorporating a larger diversity of study material in this approach could result in different outcomes. Furthermore, when selecting the focus area and their classification of the articles, the researcher's subjective opinion of the articles must be taken into account.

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