

# **Evolution and Testing of Conceptual Framework for Sustainable Enterprise: Regional Studies Using Multi-Case Method**

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## **ABSTRACT**

Sustainability is widely adopted not only by socially conscious enterprises but also every good corporate citizen firms; amid push and pull between duties and rights, the aspect of responsible business practices along with profit maximisation had seen to be necessary. Literature is widely explaining sustainability principles, concepts and various structured definitions. The concern is, what ought to be sustainably responsible enterprise? What requires to be a responsible good corporate citizen? Such comprehensive perception became the purpose of the study.

The triple bottom line is continuing to remain an unnegotiable and important scientific phenomenon in sustainability thinking. Hence along with triple bottom line, two more perspectives had taken, such as customer perspective and governance perspective based on star model. Thus the study approach sustainability through star model design. The methodology follows a literature review that consist of over 260 journal articles narrowed down that are directly related to the research topic, and those 260 journal articles are directly cited, in the text. Different models have been reviewed, along with existing significant theories.

Further, the study classifies as three small sample studies and three main studies. TISM (total interpretive structural modelling) has been applied for model construction. For empirical analysis, correlation / regression analysis and panel data analysis are both incorporated. The

testing case methods, such as TISM models are constructed; using the factors identified through various case studies. Such as single case study, comparative case study and multiple case study analysis. The data are secondary data collected from the case organisation balance sheet or financial statements and predictors are varied as per the requirement of the case studies.

The study classified as three parts such as Asian regional case studies, European regional case studies and USA regional case studies. All the three regions are taken with twelve case organisations each to analyse and study their sustainable business practices and their structures involved with it. For empirical study analysis panel regression analyse incorporated, and identified the potential drivers of sustainability.

Twenty-three predictors are collectively taken for this study, and six predictors are significantly turned, out to explain the importance of sustainable business practices. Corporations are committed, towards sustainable business practices, and they are incorporating sustainability into their planning process. There is evidence that sustainability is positively contributing towards the total turnover of an enterprise and sustainability is viewed with enterprise reputation.

The know-how phenomenon is explained both through empirical validation and interpretive models. The study is attempting to bridge the gap between theory and practice that is shown up in sustainable business practices and enterprise sustainability commitments.

In order to study; what ought to be the sustainable enterprise, the study developed a social value expenditure (SVE) that is proxy with their social value commitments along with their major organisational activities. Second, creating value and standardization is discussed along with the novel theory of sustainable enterprise is explained.