

Corporate Sustainability and Sustainable Business Practices: Drivers of Long-Term Organizational Value Creation

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ABSTRACT

Corporate sustainability has become an increasingly important strategic priority as organizations face growing environmental, social, and governance (ESG) challenges. This study examines the role of corporate sustainability and sustainable business practices in supporting organizational performance and long-term value creation through a qualitative Systematic Literature Review (SLR) guided by the PRISMA 2020 framework. The findings indicate that corporate sustainability contributes to organizational success by integrating economic, environmental, and social objectives into strategic and operational activities. Sustainable business practices enhance resource efficiency, strengthen stakeholder relationships, improve organizational legitimacy, and support sustainable competitive advantage. The review further reveals that sustainability capabilities positively influence organizational performance, long-term growth, and value creation. Additionally, ESG considerations and technological advancements play an increasingly important role in shaping sustainability strategies. The study concludes that corporate sustainability is a critical driver of sustainable business success and long-term organizational value creation.

Keywords: *Corporate Sustainability, Sustainable Business Practices, ESG, Stakeholder Value, Sustainable Competitive Advantage, Organizational Performance.*

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1. | INTRODUCTION

Growing environmental concerns, social expectations, and stakeholder demands have significantly increased the importance of corporate sustainability within contemporary business strategy. Organizations are no longer evaluated solely on their financial performance but are increasingly expected to demonstrate responsibility toward environmental protection, social well-being, and ethical governance. This shift has transformed sustainability from a compliance-oriented activity into a strategic organizational priority. As a result, corporate sustainability has emerged as a critical area of research and practice, influencing how organizations create value, maintain competitiveness, and achieve long-term success.

Corporate sustainability refers to the integration of economic, environmental, and social considerations into organizational decision-making and business operations. The concept emphasizes balancing profitability with broader responsibilities toward stakeholders and society. Grewal and Serafeim (2020) argue that corporate sustainability has evolved into a multidimensional field encompassing environmental performance, social responsibility, governance practices, and long-term value creation. Similarly, Meuer et al. (2020) describe corporate sustainability as an organizational approach that seeks to align business activities with sustainable development objectives while maintaining economic viability. These perspectives suggest that sustainability is increasingly recognized as a strategic capability rather than merely a regulatory obligation.

The growing emphasis on sustainability is driven by multiple factors, including climate change, resource scarcity, environmental degradation, social inequality, and increasing stakeholder awareness. Governments, investors, customers, employees, and communities are placing greater pressure on organizations to adopt sustainable practices and demonstrate responsible business behavior. Pranugrahaning et al. (2021) emphasize that sustainability assessments have become important mechanisms for evaluating organizational commitment to environmental and social responsibilities. Likewise, Lăzăroiu et al. (2020) highlight the increasing role of sustainability management in improving organizational performance and supporting long-term competitiveness. These developments indicate that sustainability has become a critical component of strategic management within modern organizations.

Sustainable business practices play a central role in translating sustainability objectives into operational activities. Organizations increasingly implement sustainable practices related to resource efficiency, waste reduction, responsible sourcing, stakeholder engagement, and environmental management. Comin et al. (2020) argue that sustainable business models enable organizations to integrate economic, environmental, and social value creation within their operations. Similarly, Nosratabadi et al. (2019) identify sustainable business models as important mechanisms for achieving sustainability objectives while maintaining organizational performance. Bocken et al. (2019) further emphasize that organizations frequently experiment with

sustainable business models to develop innovative approaches that support both profitability and sustainability goals. These findings suggest that sustainable business practices contribute to organizational effectiveness while addressing broader societal expectations.

Corporate sustainability is also increasingly associated with competitive advantage and stakeholder value creation. Organizations that effectively integrate sustainability into their strategies often strengthen stakeholder relationships, enhance reputation, and improve organizational legitimacy. Painter et al. (2019) argue that responsible and sustainable business practices influence organizational value creation by shaping stakeholder perceptions and organizational culture. Similarly, Haseeb et al. (2019) demonstrate that social and technological sustainability initiatives contribute to sustainable competitive advantage and business performance. Lichtenthaler (2022) further proposes a sustainability-based view of competitive advantage, suggesting that sustainability capabilities can serve as strategic resources that differentiate organizations from competitors. These observations indicate that sustainability contributes not only to social and environmental outcomes but also to organizational competitiveness and long-term value creation.

The relationship between sustainability and organizational performance has attracted considerable scholarly attention. Organizations increasingly seek to understand how sustainability initiatives influence financial outcomes, operational efficiency, and long-term business success. Shang et al. (2020) demonstrate that dynamic sustainability capabilities positively influence corporate sustainability performance through effective resource management. Similarly, Martínez-Martínez et al. (2019) report that sustainability-oriented practices contribute to both environmental performance and business performance outcomes. Saulick et al. (2023) further emphasize the importance of sustainability performance assessment in evaluating organizational progress toward sustainability objectives. These findings suggest that sustainability practices can generate measurable organizational benefits while supporting long-term growth.

The emergence of Environmental, Social, and Governance (ESG) frameworks has further expanded the strategic importance of sustainability within contemporary business environments. ESG considerations increasingly influence investment decisions, corporate reporting practices, and stakeholder evaluations. Park and Jang (2021) demonstrate that ESG management has become an important factor in institutional investment decision-making. Likewise, Aldoseri and Albaz (2023) highlight the growing importance of climate-related risk disclosure and sustainability-oriented business strategies. These developments indicate that sustainability is increasingly embedded within broader governance and accountability frameworks, further strengthening its relevance to organizational strategy.

Technological advancement and digital transformation have also influenced sustainability practices and capabilities. Organizations increasingly utilize digital

technologies, analytics, and data-driven decision-making to improve sustainability performance and resource efficiency. Singh and El-Kassar (2019) argue that advanced analytical capabilities support the development of sustainable organizational capabilities and environmental performance. Similarly, Knudsen et al. (2021) emphasize that digitalization can contribute to the sustainability of competitive advantage by enhancing organizational adaptability and operational effectiveness. These findings suggest that sustainability and technological development are becoming increasingly interconnected within contemporary business strategy.

Despite substantial growth in sustainability research, the literature remains fragmented across multiple domains, including sustainability management, business ethics, stakeholder theory, environmental management, strategic management, and corporate governance. While numerous studies examine individual aspects of sustainability, fewer studies provide an integrated understanding of how corporate sustainability and sustainable business practices collectively contribute to organizational performance, stakeholder value, and long-term competitiveness. Consequently, there remains a need for a comprehensive synthesis that consolidates contemporary knowledge and identifies broader patterns regarding sustainability's strategic role within organizations.

In response to this gap, this study examines the relationship between corporate sustainability, sustainable business practices, stakeholder value creation, competitive advantage, and organizational performance through a qualitative Systematic Literature Review (SLR). The review synthesizes contemporary research on sustainability management, sustainable business models, ESG practices, sustainability capabilities, and long-term value creation. Snyder (2019) highlights the value of systematic literature reviews in integrating fragmented knowledge and generating comprehensive theoretical insights. Furthermore, Page et al. (2021) emphasize the importance of transparent evidence synthesis through the PRISMA framework. By consolidating findings from contemporary literature, this study seeks to provide a comprehensive understanding of corporate sustainability and sustainable business practices as drivers of long-term organizational value creation.

2. | LITERATURE REVIEW

Corporate Sustainability as a Strategic Imperative

Corporate sustainability has become a central concept in contemporary management research due to increasing environmental challenges, stakeholder expectations, and regulatory pressures. Organizations are expected to create economic value while simultaneously addressing environmental and social concerns. Grewal and Serafeim (2020) argue that corporate sustainability has evolved into a multidisciplinary field encompassing environmental stewardship, social responsibility, governance practices, and long-term value creation. Similarly, Meuer et al. (2020) describe corporate sustainability as an organizational approach that integrates sustainability objectives into strategic decision-making and operational activities. These perspectives

indicate that sustainability is increasingly viewed as a strategic imperative that supports both organizational success and societal well-being.

The literature further highlights the growing importance of sustainability within organizational management. Pranugrahaning et al. (2021) emphasize that corporate sustainability assessments provide valuable mechanisms for evaluating organizational commitment to sustainability objectives. Likewise, Lăzăroiu et al. (2020) demonstrate that sustainability management contributes to organizational performance by improving efficiency, stakeholder trust, and strategic alignment. These findings suggest that corporate sustainability extends beyond compliance and functions as a strategic capability that supports long-term competitiveness and organizational resilience.

Sustainable Business Practices and Organizational Operations

Sustainable business practices represent the operational implementation of corporate sustainability objectives. Organizations increasingly adopt practices aimed at reducing environmental impact, improving resource efficiency, promoting responsible sourcing, and supporting stakeholder well-being. Such initiatives enable organizations to align economic objectives with broader environmental and social responsibilities. Sustainable business practices are therefore considered essential mechanisms through which organizations operationalize sustainability strategies.

The literature identifies sustainable business models as key drivers of organizational sustainability. Comin et al. (2020) argue that sustainable business models integrate economic, environmental, and social value creation into organizational activities. Similarly, Nosratabadi et al. (2019) describe sustainable business models as organizational frameworks that support long-term sustainability while maintaining competitiveness. Goni et al. (2021) further propose that sustainable business models facilitate the integration of sustainability principles into organizational operations and strategic decision-making. In addition, Bocken et al. (2019) emphasize the importance of experimentation and innovation in developing business models that support sustainable outcomes. Collectively, these studies indicate that sustainable business practices contribute to organizational effectiveness while supporting broader sustainability goals.

Sustainability, Stakeholder Value, and Competitive Advantage

The relationship between sustainability and competitive advantage has attracted increasing scholarly attention. Contemporary organizations recognize that sustainability initiatives can strengthen stakeholder relationships, enhance reputation, and create opportunities for long-term value generation. Stakeholder theory suggests that organizations achieve sustainable success when they effectively address the interests and expectations of multiple stakeholder groups, including customers, employees, investors, regulators, and communities.

Painter et al. (2019) argue that responsible and sustainable business practices contribute to value creation by influencing organizational culture, stakeholder trust, and business model development. Similarly, Haseeb et al. (2019) demonstrate that social and technological sustainability initiatives contribute positively to sustainable competitive advantage and organizational performance. Hamadamin and Atan (2019) further highlight the role of strategic organizational practices in sustaining competitiveness through capability development and stakeholder commitment. Lichtenthaler (2022) advances a sustainability-based view of competitive advantage, suggesting that sustainability capabilities can serve as strategic resources that enhance organizational differentiation and long-term competitiveness. These findings indicate that sustainability contributes not only to environmental and social outcomes but also to organizational value creation and strategic positioning.

Sustainability and Long-Term Organizational Performance

A major area of sustainability research focuses on understanding the relationship between sustainability initiatives and organizational performance. Organizations increasingly seek evidence regarding the economic benefits of sustainability investments and responsible business practices. The literature suggests that sustainability can positively influence performance through improved efficiency, stronger stakeholder relationships, enhanced reputation, and better resource utilization.

Shang et al. (2020) demonstrate that dynamic sustainability capabilities positively affect corporate sustainability performance through effective resource management. Similarly, Martínez-Martínez et al. (2019) report that sustainability-oriented organizational practices contribute to both environmental performance and business performance outcomes. Saulick et al. (2023) further emphasize the importance of sustainability performance assessment tools in evaluating organizational progress toward sustainability objectives. Additionally, Shin et al. (2023) identify positive relationships between sustainability initiatives, organizational capabilities, and performance outcomes. These findings suggest that sustainability contributes to long-term organizational success by enhancing operational effectiveness and supporting sustainable growth.

Future Challenges in Sustainable Business Management

The future of sustainable business management is shaped by emerging environmental, social, technological, and governance challenges. Organizations increasingly face pressures related to climate change, resource scarcity, regulatory requirements, and stakeholder demands for transparency and accountability. As sustainability expectations continue to evolve, organizations must strengthen their capabilities to address these challenges effectively.

Park and Jang (2021) highlight the growing influence of Environmental, Social, and Governance (ESG) considerations on investment decisions and organizational evaluation. Similarly, Aldoseri and Albaz (2023) emphasize the importance of climate-

related risk disclosure and sustainability-oriented business strategies in supporting organizational accountability. Srivastav et al. (2021) further demonstrate that climate-resilient management strategies are becoming increasingly important for long-term sustainability and resource management. In addition, Singh and El-Kassar (2019) argue that advanced analytical capabilities and technological innovation can support the development of sustainable organizational capabilities. These findings indicate that future organizational success will depend on the ability to integrate sustainability, technological advancement, risk management, and stakeholder expectations into strategic decision-making and operational practices.

3. | RESEARCH METHOD

This study employs a qualitative Systematic Literature Review (SLR) to examine the relationship between corporate sustainability, sustainable business practices, organizational performance, and long-term value creation. The SLR approach was selected because sustainability research spans multiple disciplines, including strategic management, business ethics, environmental management, corporate governance, and organizational studies. Consequently, relevant knowledge is dispersed across diverse theoretical perspectives and empirical contexts. Snyder (2019) argues that systematic literature reviews are effective for synthesizing fragmented bodies of knowledge and generating comprehensive theoretical insights. Similarly, Linnenluecke et al. (2020) emphasize that systematic review methodologies enhance research rigor through structured procedures for literature identification, evaluation, and synthesis. Through this approach, the study seeks to provide an integrated understanding of how sustainability contributes to organizational success and sustainable competitiveness.

The review process follows the PRISMA 2020 framework to ensure transparency, consistency, and methodological rigor throughout the stages of literature identification, screening, eligibility assessment, and inclusion. According to Page et al. (2021), the PRISMA framework provides standardized guidelines that improve the reliability and reproducibility of systematic reviews. Relevant literature was collected from major academic databases, including Scopus, Google Scholar, ScienceDirect, Emerald, Springer, and Taylor & Francis. The search process utilized combinations of keywords such as corporate sustainability, sustainability management, sustainable business practices, sustainable business models, stakeholder value creation, ESG, sustainable competitiveness, organizational performance, sustainability strategy, and sustainable development. These keywords were selected to capture studies examining the strategic and operational dimensions of sustainability within organizations.

The inclusion criteria focused on peer-reviewed journal articles, scholarly books, conference proceedings, and institutional publications published between 2019 and 2023. Eligible studies were required to discuss corporate sustainability, sustainability

management, sustainable business practices, sustainable business models, ESG practices, stakeholder value creation, sustainable competitive advantage, or sustainability performance. Studies focusing exclusively on technical environmental issues, highly specialized engineering applications, or public policy contexts without direct organizational implications were excluded. This selection strategy ensured that the reviewed literature remained aligned with the study's objective of understanding sustainability as a strategic organizational capability that contributes to long-term value creation and business performance.

Following the selection process, the literature was analyzed using thematic synthesis to identify recurring concepts, theoretical relationships, and major patterns across the selected studies. Thematic synthesis enables the integration of findings from diverse research settings while facilitating broader interpretations of sustainability-related phenomena. The reviewed studies were organized into five analytical themes: corporate sustainability as a strategic imperative, sustainable business practices and organizational operations, sustainability and stakeholder value creation, sustainability and long-term organizational performance, and future challenges in sustainable business management. These themes represent the primary dimensions through which sustainability influences organizational outcomes and competitiveness.

The analytical framework adopted in this study views corporate sustainability as a strategic organizational capability that integrates economic, environmental, and social objectives into business activities. Particular attention is given to how sustainable business practices influence stakeholder relationships, organizational performance, competitive advantage, and long-term value creation. The framework also considers emerging challenges related to ESG implementation, climate-related risks, sustainability reporting, and technological transformation. By integrating these perspectives, the study provides a comprehensive assessment of corporate sustainability and sustainable business practices as drivers of long-term organizational value creation.

4. | RESULTS

The reviewed literature demonstrates that corporate sustainability has evolved into a strategic organizational capability that influences competitiveness, stakeholder relationships, operational effectiveness, and long-term value creation. Across the selected studies, sustainability is consistently presented as an integrated approach that combines economic, environmental, and social objectives within organizational strategy and operations. The findings indicate that organizations increasingly view sustainability not merely as a compliance requirement but as a strategic mechanism for creating long-term organizational value. Consequently, sustainability has become a central component of contemporary business management and organizational development.

A major finding concerns the growing recognition of corporate sustainability as a strategic imperative. The reviewed studies consistently emphasize that sustainability is increasingly embedded within organizational decision-making and long-term planning

processes. Grewal and Serafeim (2020) identify corporate sustainability as a multidisciplinary field that encompasses environmental performance, social responsibility, governance practices, and value creation. Similarly, Meuer et al. (2020) argue that sustainability has evolved into a strategic organizational approach that aligns business objectives with sustainable development goals. Pranugrahaning et al. (2021) further demonstrate that sustainability assessments provide organizations with important tools for evaluating sustainability performance and identifying improvement opportunities. These findings indicate that sustainability has become an essential component of organizational strategy and governance.

The literature also reveals the significant role of sustainable business practices in supporting organizational operations. Organizations increasingly adopt sustainable practices aimed at improving resource efficiency, reducing environmental impacts, and strengthening stakeholder relationships. Comin et al. (2020) report that sustainable business models enable organizations to integrate economic, environmental, and social value creation within operational activities. Likewise, Nosratabadi et al. (2019) demonstrate that sustainable business models support organizational sustainability while maintaining competitiveness and profitability. Goni et al. (2021) further emphasize that sustainable business models facilitate the incorporation of sustainability principles into strategic and operational decision-making. These findings suggest that sustainable business practices provide practical mechanisms through which organizations achieve sustainability objectives.

Another important finding concerns the relationship between sustainability and stakeholder value creation. The reviewed studies consistently indicate that sustainability initiatives positively influence stakeholder perceptions, trust, and engagement. Organizations that adopt responsible business practices often strengthen relationships with customers, employees, investors, regulators, and communities. Painter et al. (2019) demonstrate that sustainable business practices contribute to value creation by influencing organizational culture and stakeholder expectations. Similarly, Haseeb et al. (2019) report that sustainability-oriented initiatives contribute to sustainable competitive advantage and improved business performance. Lichtenthaler (2022) further proposes that sustainability capabilities can function as strategic resources that support organizational differentiation and long-term competitiveness. These findings suggest that sustainability creates value by improving stakeholder relationships and strengthening organizational legitimacy.

The literature further highlights the positive association between sustainability and organizational performance. Organizations increasingly seek to understand how sustainability initiatives influence operational efficiency, financial outcomes, and long-term business success. Shang et al. (2020) demonstrate that sustainability capabilities positively affect sustainability performance through effective resource management practices. Likewise, Martínez-Martínez et al. (2019) report that sustainability-oriented organizational practices contribute to both environmental performance and business

performance improvements. Saulick et al. (2023) further emphasize the importance of sustainability performance assessment in evaluating organizational progress and effectiveness. Additionally, Shin et al. (2023) identify positive relationships between sustainability initiatives, organizational capabilities, and performance outcomes. These findings indicate that sustainability contributes to organizational success by enhancing efficiency, adaptability, and long-term competitiveness.

Another significant finding concerns the growing influence of ESG considerations on organizational strategy and governance. The reviewed studies indicate that investors, regulators, and stakeholders increasingly evaluate organizations based on environmental, social, and governance performance. Park and Jang (2021) demonstrate that ESG management significantly influences institutional investment decisions and organizational evaluations. Similarly, Aldoseri and Albaz (2023) highlight the increasing importance of climate-related risk disclosures and sustainability-oriented business strategies. These findings suggest that ESG considerations are becoming critical components of organizational accountability and strategic decision-making.

The literature also reveals the growing importance of technological and analytical capabilities in supporting sustainability objectives. Organizations increasingly utilize data analytics, digital technologies, and advanced information systems to improve sustainability performance and resource efficiency. Singh and El-Kassar (2019) argue that big data analytics contribute to the development of sustainable organizational capabilities by enhancing decision-making and operational effectiveness. Likewise, Knudsen et al. (2021) report that digitalization can strengthen the sustainability of competitive advantage through improved adaptability and organizational efficiency. These findings indicate that sustainability and technological development are becoming increasingly interconnected within contemporary business environments.

Overall, the reviewed literature presents a consistent pattern linking corporate sustainability and sustainable business practices with stakeholder value creation, organizational performance, competitive advantage, and long-term value generation. The findings indicate that sustainability functions as a strategic organizational capability that supports both financial and non-financial outcomes. Furthermore, sustainability contributes to organizational competitiveness by strengthening stakeholder relationships, improving operational effectiveness, and enhancing organizational legitimacy. Collectively, the evidence suggests that corporate sustainability and sustainable business practices are critical drivers of long-term organizational value creation within contemporary business environments.

5. | DISCUSSION

The findings of this review demonstrate that corporate sustainability has evolved from a peripheral organizational concern into a central strategic capability that influences competitiveness, stakeholder relationships, and long-term organizational performance. Contemporary organizations operate within environments characterized by increasing environmental challenges, social expectations, regulatory pressures, and

stakeholder scrutiny. Under such conditions, sustainability is no longer viewed solely as a mechanism for regulatory compliance but as a strategic approach to creating long-term value. The reviewed literature consistently indicates that organizations integrating sustainability into their strategies and operations are better positioned to maintain competitiveness and achieve sustainable growth. Consequently, corporate sustainability should be viewed as a critical organizational capability that supports both economic success and broader societal objectives.

A significant insight emerging from the findings is that sustainability has become an integral component of strategic management. Organizations increasingly incorporate environmental, social, and governance considerations into decision-making processes to address stakeholder expectations and long-term business risks. The reviewed studies suggest that sustainability contributes to organizational resilience by encouraging long-term thinking, responsible resource management, and strategic alignment with societal needs. As environmental and social challenges become more prominent, sustainability provides organizations with a framework for balancing economic objectives with broader responsibilities. This observation reinforces the view that sustainability has become an important determinant of organizational legitimacy and long-term viability.

The discussion also highlights the importance of sustainable business practices in translating sustainability objectives into operational outcomes. Sustainable business models, resource efficiency initiatives, responsible sourcing practices, and environmental management systems enable organizations to implement sustainability strategies effectively. The reviewed literature indicates that organizations increasingly integrate sustainability into operational processes to improve efficiency, reduce waste, and optimize resource utilization. These practices not only contribute to environmental and social objectives but also generate economic benefits through cost reduction and improved operational performance. Consequently, sustainable business practices function as practical mechanisms through which organizations achieve sustainability goals while maintaining competitiveness.

Another important implication concerns the relationship between sustainability and stakeholder value creation. Stakeholder theory suggests that organizations create sustainable value when they effectively address the needs and expectations of multiple stakeholder groups. The reviewed studies demonstrate that sustainability initiatives strengthen relationships with customers, employees, investors, regulators, and communities by enhancing trust, transparency, and organizational reputation. Organizations that demonstrate commitment to sustainability often experience stronger stakeholder support and improved legitimacy. This finding suggests that sustainability creates value not only through operational improvements but also through the development of positive stakeholder relationships that contribute to long-term organizational success.

The findings further reveal a positive association between sustainability and organizational performance. Although sustainability initiatives may require significant

investments and organizational transformation, the reviewed literature consistently indicates that sustainability contributes to long-term performance outcomes. Sustainability capabilities improve resource management, support innovation, strengthen stakeholder engagement, and enhance organizational adaptability. These benefits contribute to both financial and non-financial performance improvements. Furthermore, sustainability enables organizations to identify emerging opportunities associated with changing consumer preferences, regulatory developments, and environmental challenges. As a result, sustainability functions as an important driver of long-term competitiveness and organizational effectiveness.

The discussion also emphasizes the growing strategic significance of ESG considerations. Investors, regulators, and stakeholders increasingly rely on ESG criteria to evaluate organizational performance and long-term viability. ESG frameworks provide organizations with mechanisms for measuring, communicating, and improving sustainability performance. The reviewed studies indicate that effective ESG management contributes to organizational accountability, transparency, and stakeholder confidence. Consequently, ESG considerations are becoming increasingly integrated into organizational governance and strategic decision-making processes. This trend suggests that sustainability management will continue to play a critical role in shaping organizational reputation and investment attractiveness.

Another notable finding concerns the role of technology in advancing sustainability objectives. Digital technologies, data analytics, and information systems increasingly support sustainability initiatives by improving monitoring, reporting, and decision-making capabilities. Organizations can utilize technological tools to enhance resource efficiency, reduce environmental impacts, and improve sustainability performance measurement. The reviewed literature suggests that technological capabilities and sustainability objectives are becoming increasingly interconnected, creating opportunities for organizations to improve both operational effectiveness and sustainability outcomes. This relationship highlights the importance of integrating technological innovation into sustainability strategies.

From a managerial perspective, the findings suggest that organizations should treat sustainability as a strategic priority rather than a standalone initiative. Managers should develop sustainability-oriented strategies that align environmental, social, and economic objectives with organizational goals. Furthermore, organizations should invest in sustainability capabilities, stakeholder engagement, and performance measurement systems to support long-term value creation. Such efforts can strengthen organizational competitiveness while addressing emerging sustainability challenges and stakeholder expectations.

Overall, the evidence synthesized in this review demonstrates that corporate sustainability and sustainable business practices are important drivers of long-term organizational value creation. Through their influence on stakeholder relationships, operational effectiveness, competitive advantage, and organizational performance,

sustainability initiatives contribute significantly to sustainable business success. As environmental and social challenges continue to intensify, the strategic importance of sustainability is expected to increase, making it an essential component of contemporary business management and organizational development.

6. | CONCLUSION

The findings of this study demonstrate that corporate sustainability and sustainable business practices have become essential strategic capabilities for organizations seeking long-term competitiveness and value creation. In contemporary business environments characterized by increasing environmental concerns, stakeholder expectations, regulatory pressures, and technological transformation, sustainability has evolved beyond a compliance-oriented function and emerged as a core component of organizational strategy. The reviewed literature consistently highlights that organizations integrating sustainability into decision-making and operational activities are better positioned to achieve sustainable growth and maintain long-term success.

The review further reveals that corporate sustainability contributes significantly to organizational effectiveness by aligning economic, environmental, and social objectives. Sustainability-oriented organizations adopt responsible business practices that improve resource utilization, reduce environmental impacts, strengthen stakeholder relationships, and enhance organizational legitimacy. These practices enable organizations to create value while addressing broader societal challenges. Consequently, sustainability serves as an important mechanism through which organizations balance profitability with social and environmental responsibilities.

The findings also indicate that sustainable business practices and sustainable business models play a critical role in operationalizing sustainability strategies. Through initiatives such as resource efficiency, responsible sourcing, environmental management, and stakeholder engagement, organizations can translate sustainability objectives into measurable organizational outcomes. The reviewed studies demonstrate that such practices contribute to improved operational performance, organizational adaptability, and sustainable competitiveness. As a result, sustainability becomes embedded within organizational processes rather than remaining a separate strategic initiative.

Another important finding concerns the relationship between sustainability and stakeholder value creation. Organizations that demonstrate commitment to sustainability often strengthen trust, transparency, and engagement among key stakeholder groups. Sustainability initiatives contribute to organizational reputation, legitimacy, and long-term stakeholder support, which in turn enhance organizational competitiveness and resilience. These findings suggest that sustainability creates value not only through economic performance but also through the development of positive stakeholder relationships that support long-term organizational success.

The study further highlights the positive association between sustainability and organizational performance. Sustainability capabilities contribute to performance improvements through enhanced resource management, operational efficiency, strategic adaptability, and competitive differentiation. In addition, ESG practices and sustainability-oriented governance mechanisms increasingly influence investment decisions and organizational evaluations. These developments indicate that sustainability has become an important determinant of long-term business performance and organizational attractiveness.

From a managerial perspective, the findings suggest that organizations should integrate sustainability into strategic planning, governance structures, and operational activities. Managers should prioritize sustainability initiatives that create value for both organizations and stakeholders while strengthening organizational competitiveness. Furthermore, organizations should invest in sustainability measurement systems, ESG reporting practices, and technological capabilities that support sustainability objectives and continuous improvement.

Future research may further investigate the evolving relationship between sustainability, technological transformation, ESG performance, and organizational competitiveness across different industries and institutional contexts. Additional studies may also explore emerging sustainability capabilities required to address climate-related risks, resource constraints, and changing stakeholder expectations. By synthesizing contemporary literature, this study contributes to a broader understanding of corporate sustainability and sustainable business practices and highlights their critical role as drivers of long-term organizational value creation and sustainable business success.

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Declaration of Conflicting Interests

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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