

Corporate Social Responsibility to Improve Environmental and Social (Sustainability) Performance: A Review and Research Direction

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Abstract: Study about Corporate Social Responsibility (CSR) is still have a limitation in CSR because of the slight findings of research to CSR and disappointing industrial social presentation. Executing CSR programs may be a way to serve to clients that are responsive to sustainable application. In years, there has been a range in thought about to improve the social and organizations' environmental or sustainability performance. Sustainability has become increasingly significant to study of business and the application over past decades as a result of quick dilution of natural origins and interests over responsibility. The review of CSR research moves to a relational perspective for coordination, communication, and collaboration within those stakeholders. Consider the complexity of Stakeholder Environment in the construction industry, an agenda of research that integrates the management's interest and planning theory for future CSR research.

1 INTRODUCTION

After the years, expanding attention has been stated to the ethical of environmental and social measurement of business, most often in the heading of corporate social responsibility (CSR). According to the initial literature (Ngai et al., 2017) aims to determine the concepts and various components of CSR. In learning the constructs and tendency of CSR and sustainability, the difference between them must be recognized because executants are confused and manage them as similar constructs. The construct of corporate social responsibility (CSR) is management that has increased popularity throughout the business community. Most industries, and personal of CSR or projects that handled by CSR, are guidance as core areas of management. (Job & Call, n.d.) This paper is arranged as follows: in the first, review of the

literature. Then, methodology, the results is explained.

2 LITERATURE REVIEW

After years of development, the literature on CSR has become more grown, but not to the point where CSR and business sustainability are generally accepted. In the admission process, the resolution and focus for the two concepts continues to be refined. In discussing the construct and tendency of CSR and sustainability, the differences between them must exist and many are denied by researchers. So, the definition of sustainability has growing to achieve human kind (Ngai et al., 2017).

Table 1 is a review of previous literatures about issues related to CSR from 2012-2018.

Table 1: Reviews from Some Papers.

Paper by	Contents	Factors	Place
(Govindan & Jafarian, 2012)	<ul style="list-style-type: none"> Fuzzy MCDM for supplier with sustainability criteria. Suppliers able to guide and compare and expanding procedures and products 	<ul style="list-style-type: none"> Triple Bottom Line (TBL) approach for supplier selection 	Denmark

Table 1: Reviews from Some Papers (Continue).

Paper by	Contents	Factors	Place
(Mahmood & Humphrey, 2012)	<ul style="list-style-type: none"> Government and stakeholders pressure related with responsibilities Corporate ethical business of the school and academic 	<ul style="list-style-type: none"> Asymmetric 5-point Likert scale Economic, Legal and Ethical 	Kazakhstan
(Amran & Selvaraj, 2013)	<ul style="list-style-type: none"> Expanding SRQ (sustainability reporting quality) The benefit of CSR related with SRQ 	<ul style="list-style-type: none"> Board of managers CSR strategies The influence of a CSR committee 	Malaysia
(Servaes & Tamayo, 2013)	<ul style="list-style-type: none"> CSR and company value are simply have connection CSR-value relation is reversed 	<ul style="list-style-type: none"> Size High Frequency of Advertising and R&D 	UK
(Korschun & Swain, 2014)	<ul style="list-style-type: none"> Organization toward society can affect significantly 	<ul style="list-style-type: none"> Job performance Employee-customer Etc 	US
(Piecyk & Björklund, 2015)	<ul style="list-style-type: none"> LSPs (Logistics Service Providers) Applied CSR and communication 	Corporate web sites, reports and indicator of CSR	UK
(Rauf & Bres, 2014)	<ul style="list-style-type: none"> International CSR standards 	<ul style="list-style-type: none"> Data on mining companies , oil and gas companies 	Canada
(Flammer & Flammer, 2015)	<ul style="list-style-type: none"> Growing of stockholder, minimize minor returns 	<ul style="list-style-type: none"> Abnormal Returns Statistics Tests for Assignment 	Canada
(Kolk, 2015)	<ul style="list-style-type: none"> IB concept and social responsibility. 	<ul style="list-style-type: none"> Responsibilities, ethics, and rights Poverty and sustainable development 	Netherlands
(Lloret, 2015)	<ul style="list-style-type: none"> Business planning for corporate sustainability The research talks about each point, puts practical information to show the drivers that Mexican companies recognize to be significant for sustainability, and talks about these drivers in the state of the developed model 	<ul style="list-style-type: none"> Strategic plans of sustainability Resource and institutional-based 	Mexico
(Stephen John New, 2015)	<ul style="list-style-type: none"> Supply chains related with stages of technical procedure 	<ul style="list-style-type: none"> Modern slavery Normal and best applied of CSR 	UK
(Voegtlin & Greenwood, 2016)	<ul style="list-style-type: none"> The link of CSR and human resource management 	<ul style="list-style-type: none"> Social integrative Instrumental CSR and HRM 	Switzerland
(Ngai et al., 2017)	<ul style="list-style-type: none"> CSR objectives that design well Continuous innovations 	<ul style="list-style-type: none"> CSR practices Business sustainability 	China
(Ferrell, et al, 2018)	<ul style="list-style-type: none"> CSR manners and response of brand manners The perception of a company's CSR 	<ul style="list-style-type: none"> CSR and Business ethics 	US

Table 1: Reviews from Some Papers (Continue)

Paper by	Contents	Factors	Place
(Ionescu, et al, 2018)	<ul style="list-style-type: none"> Constant with various study results that revealed that verified company assign more significance to quality management, employee instruction, and information technology Tourism companies related with Social responsibility 	<ul style="list-style-type: none"> Investment in information technology and communications and human resource development (IHR) 	Romania

3 METHODS

To set up the present state and recognize chances for following study on CSR, some paper were focused to analyze. A systematic review is the way for doing this writing (Winter & Knemeyer, 2013) From Figure 1 we can know step of the methodology.

Step 1 – choosing period of paper publication

Several studies in the Period between 2012 and 2018 have been chosen as the main references. The selection of this period of time is considered to have sufficiently represented thinking that is a developing science.

Step 2 – choosing journal

There are some journal that chosen such as: *International Journal of Production Research*, *International Journal of Production Research*,

Journal of Cleaner Production, *Journal of Business Research*, *Management Science*, *Journal of World Business*, *Human Resources as Manganement Review* . These journals contain disciplines Corporate Social Responsibility, Sustainable Operations, and Management Practices.

Step 3 – choosing article

The main criterion for selecting articles to be included in the analysis is the clear relationship of the content of the article to the framework of the previously defined text.

Step 4 – analysis

The next step is to study and examine selected articles to find out how research has developed over time. From this effort, we found the research chances. This has additional input and specifications regarding potential research opportunities.



Figure 1: Methodology of Research.

4 RESULTS AND DISCUSSION

The subjects covered by the specific matters analyzed signal clearly a range in educational notice regarding CSR and Corporate Sustainability. For a long time, scientists have mostly discussed matters of CSR sustainability and the Business case. Literature that gave considerable awareness tried to go after the narrow point of view of the CSR viewed in common financial performance and competitiveness. The analysis revealed the special matters revolved around many topics that can be advance classified into two flows. One contains special matters concentrating on the part and significance of corporations as

representative of change in present globalized societies. The other contains of special matters gave to academic debate regarding the value of responsibility through companies' internal system and functions (Kud & Low, 2015).

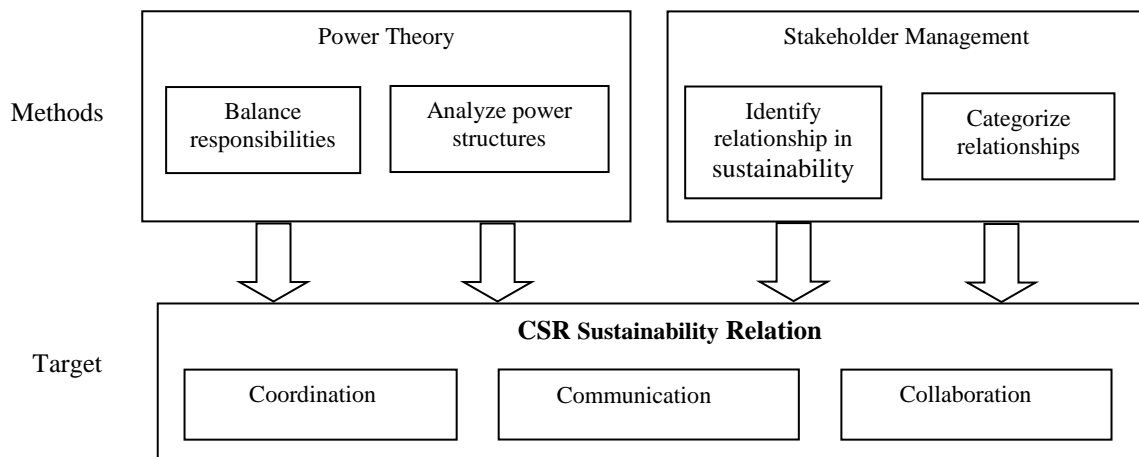


Figure 2: The step of CSR sustainability research.

The problems that always rise in project environment are conflict interest between the execution of CSR is between CSR plan and actions. Stakeholder management is a functional procedure for preparing for this strategy. Strategic management position is higher than Stakeholder management Vice versa, if stakeholder company with comparatively few power social issues far outside their ability, this may lead to monetary pressure and have negative impacts. Hence, the integration of power theory to csr research forward in the design context could support to look over the power to achieve better general csr implementation efficiency (Lin, et al, 2017).

5 CONCLUSIONS

To quicken the enlargement of CSR sustainability research in the design industry, this review analysis the effect. CSR literatures in common management, and identifies the border research way to be inserted in future research for CSR in the design context. This research releases that the relational point of view with the 3C focuses should be more addressed in next CSR sustainability research. In view of the complex and dynamic stakeholder environment in the design industry, this research suggest a step of research by combining stakeholder management and power theory as future research. This step is the result of adaption to the present networked community and globalization.

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