

RESEARCH ARTICLE

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TRANSFORMING CORPORATE SOCIAL RESPONSIBILITY THROUGH GREEN
SUPPLY CHAIN PRACTICES: UNLOCKING SUSTAINABLE GROWTH AND
COMPETITIVE ADVANTAGE

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ABSTRACT

This study investigates the revolutionary possibilities of combining Green Supply Chain Practices (GSCP) with Corporate Social Responsibility (CSR) to give businesses a competitive edge and sustainable growth. In a time, when social responsibility and environmental issues are of the utmost importance, companies looking to improve their sustainability efforts must comprehend how CSR and GSCP interact. Investigating how the combination of these two areas may enhance stakeholder interactions, promote innovation, and increase operational efficiency is the fundamental goal of this research. The research approach used in this study is qualitative and is based on secondary data analysis. It makes use of a thorough review of previous research, industry reports, and pertinent publications. A strong basis for analysis is provided by the dataset, which includes recent research and ideas from a variety of industries. Organizations that successfully combine CSR and GSCP report notable operational gains, improved reputations, and heightened stakeholder trust, according to key findings. However, problems like change aversion and the lack of defined frameworks for measurement are still common. Overall, this research adds to the expanding body of knowledge on sustainability in business practices and offers practical recommendations for organizations looking to improve their CSR and GSCP initiatives. The implications of this research are both theoretical and practical, emphasizing the necessity for organizations to adopt integrated strategies that align CSR with GSCP. Although the study provides insightful information about the advantages and difficulties of this integration, it also acknowledges limitations related to the generalizability of findings across different cultural contexts and sectors.

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Innovation, Operational Efficiency, Stakeholder Engagement, Sustainability,
Transformation, Value Creation

1 Introduction

A key area of research is Transforming Corporate Social Responsibility (CSR) through Green Supply Chain Practices (GSCP), which investigates how incorporating sustainability into supply chain management can give businesses a competitive edge and sustainable growth. CSR includes a company's dedication to social justice, environmental stewardship, and ethical practices—all of which are becoming more and more important in today's business environment (Vernall, 2024). Adopting GSCP not only improves operational efficiency but also aligns corporate strategies with broader societal goals, which promotes long-term viability and stakeholder trust (Khan et al., 2022).

According to Kim et al. (2023), there is a significant link between CSR initiatives and enhanced environmental performance within supply chains, which highlights the significance of CSR in boosting green supply chain efficiency (GSCF). Research has indicated that implementing successful corporate social responsibility (CSR) strategies can boost resource efficiency and lessen environmental effects, which will ultimately give a business a competitive advantage (Agyabeng-Mensah et al., 2022). It has also been highlighted how important leadership is in advancing CSR efforts throughout supply chains, suggesting that senior management's proactive involvement can have a big impact on suppliers' CSR performance (Horisch et al., 2024).

Figure 1: Unlocking Sustainable Growth



Recent research has also focused on the incorporation of stakeholder theory into CSR frameworks, arguing that accomplishing sustainable results in supply chain operations requires meeting stakeholder expectations (Schaltegger et al., 2023). The relationship between CSR and green supply chain management can also be moderated by external circumstances, according to research on the effect of environmental turbulence on the efficacy of CSR methods (Khan et al., 2022). Companies are being urged to embrace comprehensive strategies that cover both internal and external duties, as seen by this body of work, which shows a growing understanding of the connection between CSR and environmental sustainability (Carvalho et al., 2023).

The transformation of CSR through GSCP is, in short, a strategic imperative that can open up new opportunities for competitive advantage and sustained growth, rather than just an operational change. Comprehending the effects of corporate social responsibility (CSR) on sustainability practices will be essential for future success as companies manage the intricacies of global supply chains.

1.1 Objective of the Study

The main goal of the study is to find out how incorporating green supply chain practices into CSR frameworks can boost sustainable growth and give businesses in a variety of sectors a competitive edge.

1.2 Methodology

The goal of this study has been accomplished through the use of a qualitative research methodology that emphasizes secondary data analysis. With this method, the body of material that has already been written about the relationship between CSR and green supply chain practices is thoroughly reviewed, including scholarly journals, industry studies, and pertinent publications. Through thematic analysis of peer-reviewed articles that investigate different facets of supply chain sustainability and corporate social responsibility, secondary data is gathered. Insights, trends, and important topics on how businesses have effectively incorporated green practices into their CSR initiatives have been found through this analysis. Data on best practices and benchmarks for sustainable supply chain management have also been analyzed in studies from non-governmental organizations and industry associations. The analysis of this secondary data has improved the comprehension of

the study of the current situation and brought attention to the possible avenues by which businesses can use successful CSR and green supply chain activities to achieve sustainable growth and a competitive edge.

2 Literature Review

The combination of Green Supply Chain Practices (GSCP) and Corporate Social Responsibility (CSR) has become a crucial research topic in the context of sustainable company operations. According to recent research, it is critical to link business strategy with environmental sustainability. The CSR performance of a company can be improved and its competitive advantage can be increased with an effective GSCP (Zhu et al., 2023). Investigating the body of research on the relationship between CSR and GSCP, this critical literature review highlights important themes, emerging trends, and significant research gaps that demand more investigation.

2.1 Overview of Current Literature

Recent research has shown the beneficial correlation between GSCP and environmental sustainability, showing that companies can drastically lower their ecological footprint by implementing green practices (Khan et al., 2022). Ali et al. (2023) conducted a systematic literature review and found that including environmental management in supply chain operations improves overall organizational performance in addition to meeting regulatory requirements. According to Hajmohammad et al. (2023), companies looking to satisfy stakeholder needs and enhance their market positioning are increasingly viewing this integration as a strategic necessity. Additionally, several factors, such as customer expectations, regulatory pressures, and possible cost savings, are motivators for GSCP adoption (Eltayeb et al., 2022). It has been demonstrated that these elements encourage businesses to undertake green supply chain activities, which enhances their economic and environmental performance (Sarkis et al., 2021). The research also emphasizes the importance of leadership in creating a sustainable culture in businesses, indicating that top management support is essential to the effective execution of GSCP (Horisch et al., 2024).

2.2 Emerging Themes

Several key themes have emerged from recent literature on CSR and GSCP:

1. **Stakeholder Engagement:** There has been an emphasis on the significance of including stakeholders in the creation and execution of CSR plans (Schaltegger et al., 2023). Efficient communication with stakeholders can improve trust and transparency, which benefits the firm and its surroundings.
2. **Performance Measurement:** The demand for strong frameworks to gauge how GSCP affects organizational performance is rising. The lack of consistency in current procedures makes it difficult to compare study outcomes (Carvalho et al., 2023).
3. **Innovation:** One important component of success has been identified as the impact that innovation plays in promoting sustainable supply chain operations (Kim et al., 2023). Businesses are more likely to see notable increases in sustainability and efficiency when they invest in green technologies.
4. **CEO Influence:** Recent research has investigated the potential effects of CEO traits like narcissism on GSCP efficiency and CSR results (Meng et al., 2023). It is possible to gain insight into how leadership styles impact sustainability initiatives by comprehending these interactions.

2.3 Research Gaps

There are still several study gaps despite the progress made in understanding the connection between CSR and GSCP:

- **Lack of Comprehensive Frameworks:** Comprehensive frameworks that combine GSCP and CSR measurements are required to improve organizational decision-making.
- **Sector-Specific Studies:** There is a knowledge vacuum about how GSCP can be applied successfully in service-oriented companies because the majority of the current research focuses on manufacturing sectors.
- **Longitudinal Studies:** The majority of research is cross-sectional, which restricts our understanding of the long-term effects of combining GSCP and CSR. Data from longitudinal studies may be useful in

determining how these practices change over time.

- **Cultural Contexts:** Studies that investigate how cultural differences affect the uptake and efficacy of GSCP in varied settings are needed, given the majority of research has been done in Western contexts.

According to the research, GSCP and CSR are closely related, highlighting how both can foster sustainable growth and competitive advantage. However, addressing the identified research gaps is essential to advancing our knowledge in this field. Future research should focus on developing comprehensive frameworks, looking into sector-specific applications, conducting longitudinal studies, and accounting for cultural contexts in order to better understand how companies can successfully transform their CSR strategies through green supply chain practices.

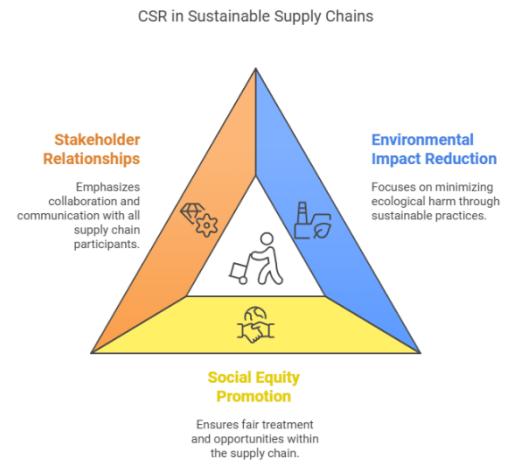
3 Contextual Discussion: Transforming Corporate Social Responsibility through Green Supply Chain Practices for Sustainable Growth and Competitive Advantage

The adoption of Green Supply Chain Practices (GSCP) as a means of implementing Corporate Social Responsibility (CSR) signifies a substantial change in the way businesses approach sustainability and moral corporate conduct. This contextual discussion highlights the roles that CSR and GSCP play in promoting competitive advantage and sustainable growth in a variety of industries.

3.1 The Role of CSR in Sustainable Supply Chains

Corporate Social Responsibility (CSR) has become a crucial foundation for businesses looking to match their operational procedures with more general environmental and societal objectives. Companies may lessen their environmental effect and advance social justice by incorporating CSR concepts into their supply chain activities (Vernall, 2024). Long-term performance depends on solid stakeholder relationships, which are strengthened when corporate social responsibility (CSR) is incorporated into supply chains (Khan et al., 2022). According to Ali et al. (2023), there is a growing perception that aligning business processes with social responsibility is a strategic need rather than just a compliance obligation.

Figure 2: CSR in Sustainable Supply Chains



3.2 Green Supply Chain Practices as a Catalyst for Change

The adoption of sustainable supply chain techniques is accelerated by GSCP. Adopting green initiatives can help firms contribute to environmental sustainability by lowering emissions and waste (Eltayeb et al., 2022). Research shows that businesses that successfully use GSCP in their operations see improvements in operational efficiency and lower resource consumption costs (Sarkis et al., 2021). Additionally, using GSCP can spur innovation in process management and product design, giving businesses a competitive edge in industries with fierce competition (Kim et al., 2023).

3.3 Stakeholder Engagement and Collaboration

The successful implementation of GSCP and CSR depends on effective stakeholder participation. Businesses with active stakeholder participation in sustainability projects typically have greater results (Schaltegger et al., 2023). Businesses can exchange resources, expertise, and best practices through collaborative initiatives, creating an atmosphere that supports the growth of sustainable practices. A comprehensive framework for sustainability is created by this partnership, which goes beyond internal stakeholders to encompass suppliers, consumers, and community members (Horisch et al., 2024).

3.4 Measuring Impact and Performance

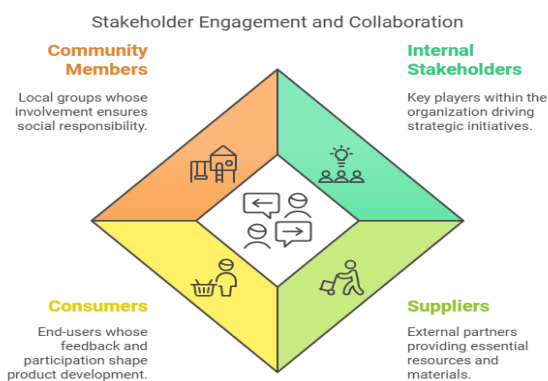
For businesses, calculating the impact of GSCP and

CSR is still very difficult. Because current approaches are frequently non-standardized, it is challenging to conduct a thorough evaluation of these projects' efficacy (Carvalho et al., 2023). Establishing strong performance indicators is crucial for businesses to properly assess their sustainability initiatives. According to Meng et al. (2023), key performance indicators (KPIs) that are in line with environmental and corporate social responsibility (CSR) goals can offer important information on how well green supply chain practices are working.

3.5 Challenges and Barriers

Although there are advantages to combining CSR and GSCP, there are several obstacles that prevent their successful application. These include firms' reluctance to adapt, a lack of funding for training and development, and employees' ignorance of the significance of sustainability (RyeStrategy, 2023). Adopting sustainable practices can also be made more difficult by outside variables like market instability and regulatory demands (Hattar et al., 2022). To tackle these obstacles, a clear strategic vision for sustainability and strong leadership commitment are needed (Shamim, 2022). A strategic necessity that can open up new opportunities for competitive advantage and sustainable growth, the GSCP transformation of CSR is more than just an operational change. For businesses to succeed in the future, it will be essential to comprehend how CSR and green practices are intertwined as they negotiate the

Figure 3: Stakeholder Engagement and Collaboration



complexity of global supply chains. In addition to

improving their overall company performance, firms can establish themselves as sustainability leaders by encouraging stakeholder collaboration, assessing impact effectively, and removing implementation bottlenecks.

4 Discussion

For businesses looking to gain a competitive edge and sustain growth, combining Corporate Social Responsibility (CSR) with Green Supply Chain Practices (GSCP) has become a game-changer. The literature study emphasizes several important findings and ideas that require more discussion:

4.1 Strategic Imperative of CSR and GSCP Integration

According to the literature, including CSR into supply chain operations is a strategic necessity rather than just a legal necessity. Businesses that match their operations to sustainability objectives are better able to satisfy stakeholders and improve their standing in the marketplace. Customer, investor, and stakeholder trust is increased by this congruence, which eventually promotes loyalty and long-term success.

4.2 Enhanced Operational Efficiency

In the literature, the beneficial effect of GSCP on operational efficiency is a common subject. Businesses that use green practices frequently report that waste and resource usage have significantly decreased, which lowers costs. Improved environmental performance and increased overall profitability are two benefits of this efficiency. The combined advantages of sustainability and cost reduction put businesses in a strong position in cutthroat marketplaces.

4.3 Importance of Stakeholder Engagement

Stakeholder engagement that works is essential to the successful execution of GSCP and CSR programs. Businesses that actively engage all relevant parties, from suppliers to consumers, typically see greater sustainability results. Collaboration fosters innovation, knowledge exchange, and the creation of best practices, strengthening the foundation for sustainable supply chain management.

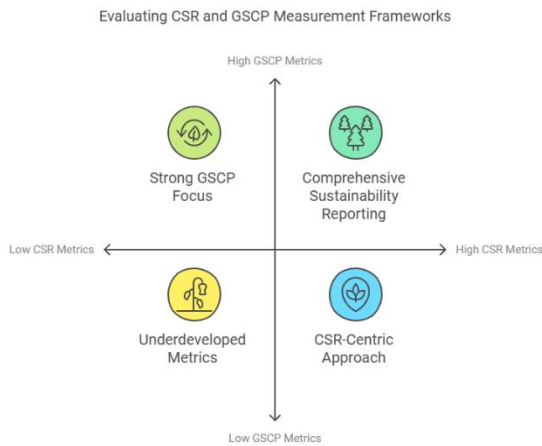
4.4 Need for Robust Measurement Frameworks

A substantial lack of defined measuring frameworks for evaluating the effects of CSR and GSCP efforts is revealed by the literature. Many businesses find it difficult to measure their sustainability efforts, which makes it difficult for them to show their success and defend their green practice investments. For companies to properly assess their efficacy, they must create thorough performance metrics that take into account

both environmental and corporate social responsibility objectives.

4.5 Challenges to Implementation

Figure 4: Evaluation CSR and GSCP Measurement Frameworks



Even with the obvious advantages of combining CSR and GSCP, there are still a number of obstacles to overcome. Adoption of sustainable practices can be hampered by organizational resistance to change as well as a lack of funding for training and development. Implementation efforts might also be complicated by outside forces like market volatility and regulatory restrictions. Strong leadership dedication and a well-defined sustainability strategy are necessary to meet these obstacles.

4.6 Innovation as a Driver

Both GSCP and CSR projects benefit greatly from innovation. Businesses that make investments in innovative technology and procedures frequently end up leading the way in sustainable operations. By concentrating on innovation, businesses can stand out in the marketplace and attract eco-aware customers, in addition to improving operational efficiency.

4.7 Cultural Contexts Matter

Research shows that cultural settings have a big impact on how well CSR and GSCP activities are adopted and work. Even though Western contexts have seen a large amount of research, it is vital to investigate how cultural differences impact sustainability activities around the world. Organizations can increase the efficiency of their strategies by adapting them to local circumstances with

the aid of an understanding of these dynamics.

The results of the literature review show how GSCP and CSR together have the revolutionary potential to promote sustainable growth and competitive advantage. Businesses must deal with concerns related to stakeholder participation, cultural contexts, and measuring frameworks in order to successfully navigate the complexities of implementing sustainable practices. In the end, this integration benefits individual enterprises as well as society at large by assisting it in achieving its goals of environmental stewardship and social responsibility.

5 Findings

- i. **Strategic Importance of Integration:** Incorporating Green Supply Chain Practices (GSCP) with Corporate Social Responsibility (CSR) is acknowledged as a strategic necessity for businesses, as it improves their capacity to satisfy stakeholders and boost their standing in the marketplace.
- ii. **Operational Efficiency Gains:** Adopting GSCP results in considerable cost savings and increased profitability for organizations by improving operational efficiency, including waste and resource consumption reductions.
- iii. **Critical Role of Stakeholder Engagement:** Stakeholders must be actively involved for CSR and GSCP efforts to be implemented successfully. Better sustainability results are achieved through the innovation and information sharing that collaborative approaches promote.
- iv. **Need for Standardized Measurement Frameworks:** The lack of defined frameworks for assessing the effects of GSCP and CSR programs makes it difficult for businesses to measure their sustainability efforts and show their progress.
- v. **Challenges to Implementation:** Organizational resistance to change, a lack of training resources, and outside forces like legal obligations make it difficult to implement sustainable practices successfully.
- vi. **Innovation as a Key Driver:** Companies may increase productivity and stand out in

competitive marketplaces by investing in innovation and new technology, which are essential for developing CSR and GSCP projects.

- a. **Influence of Cultural Contexts:** Cultural differences have a major impact on the uptake and efficacy of GSCP and CSR activities, underscoring the necessity of customized approaches that take local settings into account for successful implementation.

6 Recommendations

- i. **Develop Integrated Strategies:** To improve their sustainability efforts and meet stakeholder expectations, organizations should develop comprehensive strategies that specifically integrate Business Social Responsibility (CSR) with Green Supply Chain Practices (GSCP).
- ii. **Invest in Training and Development:** Prioritizing training initiatives that inform staff members of the value of sustainability and the part GSCP plays in accomplishing CSR objectives is imperative for businesses. Through this investment, a sustainable culture will be promoted and resistance to change will be lessened.
- iii. **Establish Standardized Measurement Frameworks:** It is recommended that organizations create and implement standardized frameworks for assessing the results of GSCP and CSR projects. This will make it easier to measure against industry norms, improve accountability, and allow for improved progress tracking.
- iv. **Enhance Stakeholder Engagement:** Businesses ought to actively include stakeholders in the execution of their GSCP and CSR programs. Feedback systems that promote involvement from suppliers, consumers, and community members, as well as frequent communication and teamwork, can help achieve this.
- v. **Promote Innovation:** Research and development expenditures are necessary for organizations to spur innovation in sustainable practices. In order to increase operational

efficiency and stand out in the marketplace, businesses can investigate innovative technologies and procedures.

- vi. **Tailor Strategies to Cultural Contexts:** CSR and GSCP programs should be designed and implemented with cultural diversity in mind. Strategies' efficacy and stakeholder acceptance will increase when they are adapted to local circumstances.
- vii. **Leverage Leadership Commitment:** Strong leadership commitment is necessary to propel the GSCP and CSR integration. Setting quantifiable objectives, communicating a clear vision for sustainability, and actively supporting programs that encourage social responsibility and environmental care are all important for leaders.

7 Conclusion

A revolutionary strategy that businesses may use to attain sustainable growth and a competitive edge is the combination of Green Supply Chain Practices (GSCP) and Corporate Social Responsibility (CSR). According to this research, integrating sustainability initiatives with core business operations is strategically important and is not just a matter of compliance; it is an essential element of long-term success. According to important data, companies that successfully apply GSCP can lower expenses, increase operational effectiveness, and improve their overall environmental performance. A crucial element in propelling effective sustainability projects and encouraging cooperation and creativity is active stakeholder participation. To fully realize the potential of CSR and GSCP, however, issues like change aversion and the absence of standardized measurement frameworks must be resolved. The suggestions made are meant to help organizations get past these obstacles and optimize the advantages of combining GSCP and CSR. Businesses can better negotiate the challenges of sustainable practices by making training investments, encouraging innovation, adjusting strategies to cultural contexts, and guaranteeing strong leadership commitment. Finally, the effective transformation of CSR through GSCP advances the larger societal objectives of social responsibility and environmental sustainability in addition to improving individual organizational

performance. Adopting this integrated approach will be crucial for businesses to thrive in a constantly changing marketplace as they continue to face mounting pressure from stakeholders and regulatory agencies.

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