

Chapter 1

A Systematic Literature Network Analysis (SLNA) Towards Corporate Sustainability in the Context of Triple Bottom Line

Nazli Ersoy

Kilis 7 Aralık University, Turkey

ABSTRACT

Sustainability basically means to continue, to maintain anything. The equivalent of sustainability on a firm basis is expressed as corporate sustainability. Corporate sustainability has three dimensions: economic, social, and environmental. This study aimed to use the systematic literature network analysis (SLNA) method to evaluate corporate sustainability on triple bottom line (TBL). In this context, SLNA on the development and evolution of the corporate sustainability issue was carried out with 1929 studies obtained from the Scopus database. VOSviewer software tool was used for constructing and visualizing bibliometric networks and Gephi software tool was used for network visualization. The studies on corporate sustainability, published in the period between 2016-2021, were mainly examined on the basis of year, journals, author details, keywords, and citation information parameters. This study is important as it is the first bibliometric study on corporate sustainability using SLNA.

INTRODUCTION

The concept of sustainability basically emerged from the idea of people continuing their lives by preserving natural resources. People's future concerns about conserving natural resources go back centuries. Admittedly, our Paleolithic ancestors were concerned about the extinction of their prey, while early farmers were concerned about preserving soil productivity (Kuhlman and Farrington, 2010: 3437). With the industrial revolution, the global population has increased from 1 billion to over 6 billion, and people have begun to live longer, get better education and consume more. Increasing consumption, on the other hand, has led to many problems such as water pollution and scarcity, loss of biodiversity, land degrada-

DOI: 10.4018/978-1-6684-3380-5.ch001

tion, degradation of coasts and seas, exposure of living things to chemical and radioactive substances, sea level rise and climate change (Barnett et al., 2008: 355). The study titled “Silent Spring”, which was put forward by biologist and writer Rachel Louise Carson in 1962, focused on the environmental pollution caused by the current industrialization and focused the attention of the whole world on the systematic effects of environmental damage caused by chemical pesticides. The aforementioned book is considered to be the beginning of the environmental movement (Wood and Skates, 2006: 414). The concept of sustainability has gained importance as the activities carried out in the name of development cause environmental destruction. The concept of sustainability is expressed as sustainable development at the global level and corporate sustainability at the enterprise level. With the publication of the Brundtland report, the principle of sustainable development is generally accepted (Wiersum, 1995: 321). In the aforementioned report, the notion of sustainable development was comprehensively addressed and officially approved for the first time (Meadowcroft, 2000: 370). In the related report the sustainable development was defined as “meeting the needs and expectations of the present without compromising the ability of future generations to meet their own needs and expectations” (WCED, 1987: 51). The description of sustainable development made by WCED in 1987 is based on three principles such as environmental integrity, social justice and economic well-being. Sustainable development cannot be achieved if any of the principles, each of which is important in itself, is not taken into account (Bansal, 2005: 198). In other words, it is widely recognized that sustainable development is a holistic concept where environment, social equity, and economics intersect (Bansal, 2002: 123).

The equivalent of sustainable development on a firm basis is corporate sustainability. This concept is related to the extent to which companies contribute to sustainability. For example, an economically sustainable firm uses its resources effectively. An environmentally sustainable company carries out its activities without harming natural resources and biodiversity. A socially sustainable company, on the other hand, values social equality and invests in the training of its employees. In order to make a sound corporate sustainability assessment, it is necessary to consider the concept of triple bottom line (TBL) and consider three dimensions as economic, environmental and social.

In this study, it is aimed to use the Systematic Literature Network Analysis (SLNA) method to evaluate corporate sustainability in a TBL approach. In this direction, the course of trends and developments in the field of corporate sustainability has been tried to be revealed. In this context, SLNA on the development and evolution of the corporate sustainability issue was carried out with 1.929 studies obtained from the Scopus database. The studies on corporate sustainability, published in the period between 2016-2021, were mainly examined on the basis of year, language, type of document, countries/territory/organizations, journals, author details, keywords, and citation information parameters. This study is important as it is the first bibliometric study on corporate sustainability using SLNA. It is thought that the study will be a reference for researchers in the future and contribute to the literature.

The rest of the article is organized as follows: The case studies on the topic was presented in Section 2. The conceptual framework of corporate sustainability was included in Section 3. Section 4 presents the research methodology. Section 5 provides with the results of the SLNA under different parameters. Finally, the results and evaluations of the study are included in the last section.

25 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/a-systematic-literature-network-analysis-slna-towards-corporate-sustainability-in-the-context-of-triple-bottom-line/299179

Related Content

Symbiosis Between Pastoralists and Agriculturalists Corraling Contract and Interethnic Relationship of Fulani and Nupe in Central Nigeria

Regina Hoi Yee Fu (2018). *International Journal of Public and Private Perspectives on Healthcare, Culture, and the Environment* (pp. 1-26).

www.irma-international.org/article/symbiosis-between-pastoralists-and-agriculturalists-corralling-contract-and-interethnic-relationship-of-fulani-and-nupe-in-central-nigeria/196629

Early Worm Detection for Minimizing Damage in E-Service Networks

Tarek Sobhand Heba Z. El-Fiqi (2011). *Handbook of Research on E-Services in the Public Sector: E-Government Strategies and Advancements* (pp. 336-358).

www.irma-international.org/chapter/early-worm-detection-minimizing-damage/46275

Evaluation and Metrics of E-Government: From eEurope 2002 to Digital Agenda 2020

Haroula N. Delopoulos (2015). *Public Affairs and Administration: Concepts, Methodologies, Tools, and Applications* (pp. 387-418).

www.irma-international.org/chapter/evaluation-and-metrics-of-e-government/127860

Re-Balancing the Roles of Public and Private Health Sectors in Wales

Malcolm John Prowle (2013). *International Journal of Public and Private Healthcare Management and Economics* (pp. 29-43).

www.irma-international.org/article/re-balancing-the-roles-of-public-and-private-health-sectors-in-wales/114244

Accessibility and Usability Issues

Eugene Monaco, Stephen Lackey, Edward Skawinski, Rebecca Stanley and Carol Day Young (2012). *E-Governance and Civic Engagement: Factors and Determinants of E-Democracy* (pp. 128-148).

www.irma-international.org/chapter/accessibility-usability-issues/60076