

Chapter 3

Quantitative and Qualitative Disclosure of Corporate Social Responsibility in the Aviation Sector: Case Study of Singapore Airlines 2018–2024

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ABSTRACT

This chapter investigates the evolution of Corporate Social Responsibility (CSR) practices at Singapore Airlines from 2018 to 2024, with a focus on both quantitative

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and qualitative disclosures. As the aviation and airline industry face increasing pressure to adopt sustainable practices due to its significant environmental and social impacts, Singapore Airlines' CSR efforts were critically examined. The study analyzes CSR activities across key areas, including employees, environment, customers, and community, identifying trends and shifts in the company's strategic focus. Through comprehensive analysis of sustainability reports, the research highlights the growing emphasis on employee welfare and environmental stewardship, reflecting broader industry trends towards more integrated and strategic CSR approaches.

INTRODUCTION

Corporate Social Responsibility (CSR) has evolved into a foundational framework for businesses globally, underscoring the imperative for companies to assume accountability not only for their financial outcomes but also for their environmental and social impacts. Traditionally, corporate priorities centered around maximizing shareholder profits, yet CSR has transformed over time into a more expansive concept that obliges organizations to address the interests of all stakeholders, including consumers, employees, local communities, and the environment. CSR initiatives cover various domains, from minimizing ecological footprints and enhancing energy efficiency to ensuring equitable labor practices and fostering diversity and inclusion. By embedding CSR within their strategic objectives, companies can reduce risks, sustain brand reputation, attract customer loyalty, and contribute to sustainable long-term growth. Moreover, as societal awareness and regulatory demands grow, CSR is increasingly viewed not merely as an ethical obligation but as a strategic imperative that provides a competitive advantage in a market where sustainability is a key differentiator.

The aviation industry, as an integral pillar of global transportation and economic infrastructure, faces several CSR challenges. Although it plays a crucial role in connecting individuals and enterprises worldwide, the sector significantly contributes to environmental degradation, particularly through greenhouse gas emissions and resource-intensive operations. The industry is responsible for approximately 2-3% of global CO₂ emissions, and with the continued expansion of air travel, this environmental impact is projected to rise. Beyond environmental concerns, the aviation sector must also tackle social issues, including workforce welfare, passenger safety, and community relations. Consequently, airlines are under increasing pressure from stakeholders and regulatory bodies to implement sustainable practices and visibly commit to social responsibility. In response, leading airlines are embracing innovative solutions, such as investing in renewable energy, adopting fuel-efficient

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