

# Chapter 14

## Understanding Intellectual Contribution on Sustainable Fashion: A Systematic Literature Review and Bibliometric Visualization 1991–2024

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### **ABSTRACT**

*The research study intends to explore scientific contributions to sustainable fashion published in prominent databases, especially Scopus and Web of Science, for the past three decades. A systematic literature review and scientometric analysis is conducted using the Scopus database. The main criteria for inclusion were articles published in English and peer-reviewed journals. Research published in the business and management domain is considered for the final analysis. Forty-seven articles in the press are excluded from the study. These selected investigations conducted between 1991 and 2024 focused explicitly on sustainable fashion. Through the filtration process, a total of 757 articles were considered for the final analysis. The study has provided a quantitative review through thematic assessment, co-occurrence, citation, co-citation, and co-authorship analysis. The research also has a few limitations; research published on sustainable fashion does not emphasize qualitative*

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*and empirical research investigation as it is only based on secondary data.*

## **INTRODUCTION**

In the era of cutthroat business, organizations are running after making more profits and creating a dominant and permanent space in the market. In making wealth, organizations do not realize the importance of sustainable products and services and their impact on the planet (Claxton & Kent, 2020; Khandual & Pradhan, 2019; Jacobs, Petersen, Hörisch, & Battenfeld, 2018; McNeill & Moore, 2015). Globally, the fashion industry is growing at a rapid pace to cater to the needs of changing tastes and preferences of the customer industry participants are quickly responsive in serving them (Bly, Gwozdz, & Reisch, 2015; Todeschini, Cortimiglia, Callegaro-de-Menezes, & Ghezzi, 2017). It is equally important to understand responsible consumption and production practices to comply with the sustainability requirements. It needs an hour to create a more accountable and ethical fashion industry; it will help balance the environment and reduce the negative environmental impact (Mukendi et al., 2020; Wiederhold & Martinez, 2018; Moon et al., 2015). The whole world is facing serious challenges like water scarcity, challenges of carbon emissions, and scarcity of natural resources. Adopting sustainable practices while manufacturing fashion products helps to have responsible production, facilitating responsible consumption practices that will have a long-term positive impact on the planet (Wang et al., 2019; Henninger, Alevizou, & Oates, 2016).

Sustainable fashion also facilitates fair employee welfare practices at the workplace, like decent working conditions and precautionary measures for their health and safety practices adoption at all levels especially in the cotton and textile industry. Fashion industry participants must also promote the principle of caveat emptor by providing all possible information about their product to the consumers; greenwashing should be prohibited to bring transparency while carrying out their business operations so it will help the organization to get the trust of the stakeholders to maintain a long term relationship with them. Organizations should understand that awareness among the new generation is increasing day by day, and they are showing more inclination to buy products that produce eco-friendly products (McNeill & Moore, 2015; Morgan & Birtwistle, 2009). The fundamental aspects of the circular economy can be brought into place by promoting recycling and accepting expired products so that waste reduction can be minimized and the product life cycle can be extended, resulting in balancing the environment through the minimization of toxins in the environment. Various economies across the globe have started appreciating the importance of sustainable fashion by adopting eco-friendly products, and they are ready to pay higher prices for such green products and services. This awareness is growing, especially

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