Corporate Social Responsibility, Corporate Sustainability Reporting, ISO 26000 and Corporate Green Performance: A Conceptual Paper

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Abstract

This study aims to conceptualise the linkage between corporate social responsibility (CSR), corporate sustainability reporting, ISO 26000, and corporate green performance in the manufacturing sector of Malaysia. This study significantly contributes by providing an understanding that implementation of societal and environmental-friendly practises enhances corporate reputation, reduces costs by minimising waste, reduces environmental and social risks, and improves corporate productivity and managerial credibility. The main data sources for this study are research articles published from 2000 to 2020 in different databases. The findings revealed that CSR, corporate sustainability reporting, and ISO 26000 positively linked with corporate green performance. The results confirm that CSR, corporate sustainability reporting, and ISO 26000 not only improve business performance but also ensure that organisational operations do not degrade the environment. Moreover, this study helps managers and practitioners realise the importance of sustainable practises, which have a tremendous ability to solve environmental and social issues as well as improve business performance.

Keywords: Corporate Social Responsibility, Corporate Sustainability Reporting, ISO 26000, Corporate Green Performance, Malaysia

INTRODUCTION

During the past decades, organisations, particularly manufacturers, have been under growing pressure from a variety of stakeholders to assess the environmental effects of their operations (Abbas, 2020; Nisar, Khan, & Khan, 2021). Over the years of bringing attention to the depletion of natural resources (Wijethilake, 2017) and the effects of global warming on the environment (Li et al., 2018), manufacturing businesses have been pushed to give up environmentally harmful energy sources in favour of renewable resources (Ji & Zhang, 2019; Sepehri & Sarrafzadeh, 2018).

Additionally, local and international environmental protection regulations compelled companies to examine the environmental impact of their services and to implement green initiatives or green manufacturing techniques (Davenport et al., 2018; Fernando et al., 2019). A new set of expectations has emerged among customers, who are now more inclined towards products produced by environmentally friendly businesses (Masocha, 2018). Companies are therefore required to not only maintain the quality of their goods and services but also ensure green operations to protect the environment.

Organisational green practises offer enormous potential for resolving environmental concerns. Corporate green performance can be obtained via introducing eco-friendly processes that fulfil customer expectations by maintaining product quality and also minimising environmental degradation (Amores-Salvado et al., 2014; Yu & Huo, 2019). In order to reduce the environmental difficulties caused by manufacturing operations, corporate green performance focuses on green products, green processes (Xie et al., 2019), and innovation (Shahzad et al., 2020). Green innovation is induced by corporate green performance, in which firms adopt new technologies to manufacture products and integrate processes that mitigate environmental issues including wastage, contamination, and overconsumption of resources.

Corporate social responsibility (CSR) facilitates organisations to improve their green performance (Khan, Khan, & Ghouri, 2022; Shahzad et al., 2019). CSR practises are voluntary initiatives of organisations to integrate social and environmental aspects into their operations (Gazzola & Pellicelli, 2009). Hence, socially responsible organisations take preventive measures to protect environmental, social, and economic concerns (Aragòn-Correa et al., 2020; Raimi, 2017) and invest in the human capital development (European Commission, 2011) of the community in which they operate. The philosophic foundations of green corporate performance and social responsibility principles are linked (Saunila et al., 2018; Anjum, 2016). Therfore, companies that invest into social and environmental issues might be able to improve their green performance.

Corporate sustainability reporting is another factor that could assist organisations to achieve green performance objectives (Ding et al., 2019). Corporate sustainability reporting is based on stakeholder and legitimate theories that rely on the long-term financial and non-financial performance of all stakeholders in a framework to protect the interests of all parties concerned (Khan et al., 2020). Currently, corporate sustainability reporting is not popular among organisations, most companies are pursuing sustainability reporting only to fulfil the fundamental requirements (Lăzăroiu et al., 2020; Shad et al., 2019). Ufere et al. (2017) investigated the extent of sustainability reporting in construction organisations in Malaysia. Researchers found a low level of public and stakeholder awareness of environmental disclosure and climate change mitigation, which shows the need for policies to generate encouragement to enhance sustainability reporting practises.

In addition, other factors emphasise the sustainable performance of organisations, such as ISO 26000, the social responsibility guideline, which includes the social aspects and functions such as fair working conditions, customer problems, environmental concerns, and advancing sustainable development (ISO, 2010; ISO, 2020). Thus, ISO 26000 is mainly focusing on the sustainable development of the organisation through providing guidelines on social as well as environmental issues (Brown et al., 2009; Heras-Saizarbitoria et al., 2020). Fritz (2019) states that "ISO 26000 standard is an important dimension of corporate sustainability and an organisation’s behaviour should be based on the values of honesty, equity, and integrity." As a result of these organisational values, they are concerned with people, animals, and the environment, along with the influence of their actions on stakeholders.

The pace of consumption of natural resources by the manufacturing industry during the last ten years, when the industrial revolution emerged, was extremely high to produce and make money (Singh et al., 2018). This has led, in particular for future generations, to a shortfall in natural resources as well as the threat of global warming (Ji & Zhang, 2019). This is why the UN Global Compact (UNGC) requires all corporations throughout the world to implement green policies and practises towards the environment (UNGC, 2018).

The depletion of natural resources and global concern for environmental protection have also induced the Malaysian government to impose environmental regulations and incentives to overcome environmental issues. The Malaysian government focuses on sustainable development in its Eleventh Malaysian Plan (11MP, 2016-2020) under a strategic thrust called "Improving Wellbeing for All", "Pursuing Green Growth for Sustainability and Resilience" and "Economic Expansion". The 11th Malaysian Plan created a systematic strategic plan to accelerate sustainable development in Malaysia. Subsequently, a good quality of life can be obtained with sustainable development (Yakovenko et al., 2019).

By considering sustainable development, the Malaysian government engages all stakeholders through different plans for improving societal wellbeing, human resource development, pursuing green growth, strengthening infrastructure for economic development, and reforming economic growth policies with the aim of increasing prosperity (Unit of Economic Planning, 2015). This eleventh Malaysian plan has covered significant factors for the future sustainable development of the country.

Furthermore, the Malaysian government has presented a national public-private partnership strategy to promote sustainable development under the Economic Transformation Programme (Loh et al., 2017). The Economic Transformation Programme (ETP) was based on the transformation agenda to establish a platform for inclusiveness and sustainability. The ETP was built to ensure that all stakeholders get the advantage of economic development and the country can maintain long-term economic growth. The plan also considered the social needs of stakeholders, including living standards, quality of life, public well-being, and safety & security of the environment (Economic Transformation Programme, 2010). Green development is one of three goals of the economic transformation programme, and Malaysia aims to become a green hub along the whole business development continuum, from research to design to production to commercialisation (Rajiani & Buyong, 2013). Therefore, this shows that the Malaysian government wants to change its way of doing things to focus on sustainable development.

Recently, the Malaysian green transformation agenda has faced challenges in bringing industries on board to attain environmental sustainability (Mukherjee & Sovacool, 2014; Ghouri et al., 2020). This indicates that Malaysia is having green transformation challenges to cope with local industries, which raises questions such as, what would be the response of industries to the green transformation agenda? How do industries reduce environmental degradation while continuing to perform economically, as well as provide jobs to society? These questions highlight the critical concern for Malaysia to balance economic development with environmental performance to obtain sustainability (Eltayeb & Zailani, 2009). Due to government involvement in developing and enforcing sustainability, industries, especially manufacturing organisations, have initiated adopting green practises (Kang et al., 2018; Yang et al., 2019). However, the implementation of sustainable development in Malaysia is at an initial level (Abdullah et al., 2017; Abdullah et al., 2018) and far from the projected level of the Malaysian sustainable agenda (Abdullah et al., 2018). Researchers have suggested that green performance is still in an early stage and that the literature on this subject needs to be enriched (Fernando et al., 2019; Wang, 2019).

Furthermore, according to Eltayeb and Zailani (2014), Malaysian-owned organisations engage in the least amount of sustainable practises when compared to foreign-based organisations. The lowest level of participation in sustainable practises is seen among Malaysian fully owned organisations. This is because green practises and performance are still relatively new concepts in Malaysia, and many business owners are ignorant of their importance to a business’s success. As a result of this obstacle, the Malaysian government created the Ministry of Energy, Green Technology, and Water on April 9, 2009, to encourage business organisations to adopt environmentally friendly business operations. However, Malaysian industrial enterprises' preparedness to embrace green practises remains dubious (Seman et al., 2012). Therefore, studies related to the adoption of green practises that enhance the green performance of organisations are crucial and significantly contribute to the Malaysian green agenda. Based on the research gap and researchers' recommendation, this study contributes by conceptualising the nature of relationships between CSR, corporate sustainability reporting, and the ISO 26000 standard with corporate green performance, which is important for corporates wishing to pursue a societal approach to understand the implications of sustainable business practises.

CONCEPTUALIZATION OF LITERATURE AND PROPOSITION DEVELOPMENT

Corporate Social Responsibility and Corporate Green Performance

Corporate social responsibility is a green strategy that businesses use to protect the economic, social, and natural aspects of the communities where they work (Abbas, 2020; Raimi, 2017; Shahzad et al., 2020).In the last decade, the concept of CSR has received great attention, and its importance in the business sector is growing continuously (Hou, 2019). CSR practises depend on several factors, like economic conditions, rules & regulations, corporate culture, and market competition (Campbell, 2018; Khan et al., 2020). CSR practises help businesses gain a competitive advantage and achieve long-term goals (Gorski, 2017). Asrar et al. (2017) state that sustainable initiatives also improve the organisation's reputation and the satisfaction of its employees. They also make customers more loyal.

In addition to increasing market share, the involvement of manufacturing companies in social development projects and their influence on the environment has led to a reduction in pollution (Awan et al., 2017; Ji et al., 2020). Environmentalists and other stakeholders have urged manufacturers to incorporate CSR and green operations (Yu & Huo, 2019) to protect the natural environment. According to Turker (2009), stakeholders may be divided into four categories: CSR for stakeholders; CSR for workers; CSR for the consumer; and CSR for the government. Maignan and Ferrell (2000), on the other hand, divide CSR into four groups: economic, legal, ethical, and discretionary citizenship.

This study conceptualises CSR by including CSR toward the community, employees, and customers. CSR toward the community includes organisational practises that support social development, such as NGO funding and education support, urban and regional development, cultural enhancement, and social well-being activities. CSR toward customers refers to organisational responsibilities toward customers such as offering customers' valuable products at a reasonable price, providing correct information, ensuring customer satisfaction, and maintaining customer loyalty through quality products and after-sales services. CSR toward employees refers to employee concerns including health and safety, reasonable wages, employees' empowerment, and training & development.

Many studies have shown that CSR practises help businesses acquire a competitive edge, preserve the environment, and improve economic performance (Malik & Kanwal, 2018). CSR and corporate sustainability performance in Asian nations are explored by Shahzad et al. (2019), who find that socially responsible organisations outperform others in terms of sustainable performance. Abbas (2020) reports the linkage between CSR and corporate green performance. Further, Sarvaiya et al. (2018) proposed that employees provide operational support to CSR. Subsequently, CSR improves business performance (Anjum, 2016).

Hence, CSR has gained attention to improve the green performance of manufacturing organisations (Kraus et al., 2020; Shabbir & Wisdom, 2020). However, sustainability initiatives are relatively new in the Asian region and at early stages of adaptation (Abdullah et al., 2017; Abdullah et al., 2018). Moreover, most organisations view CSR as a philanthropic practise in developed countries, such as Malaysia, rather than environmental and social development practises. Based on the discussion, we proposed the following proposition:

Proposition 1: Corporate social responsibility is positively linked to corporate green performance.

Corporate Sustainability Reporting and Corporate Green Performance

Due to increased competitiveness and stakeholder pressure, corporate sustainability reporting has become a popular corporate practise (Ioannou & Serafeim, 2017; Khan et al., 2020). Corporate sustainability reporting is understood as corporate disclosure and public reporting (Tourais & Videira, 2016). Sustainability disclosure can be utilised as a necessary response to communities and societies that demand more ethical and accountable corporate operations (Kaler, 2002; Lăzăroiu et al., 2020). This pattern includes an organisation's overall responsibilities to stakeholders and to society as a whole (Daub, 2007; Lăzăroiu et al., 2020).

Corporate sustainability reporting, based on stakeholder and legitimacy theories, focuses on the provision of long-term financial and non-financial performance for all shareholders to protect the interests of all stakeholders (Khan et al., 2020; Raucci & Tarquinio, 2020). The sustainability reporting trend is increasing in organisational practises and widespread in policy making for sustainability in many countries

(Beare et al., 2014). In many countries, sustainability reporting is not mandatory, as opposed to the legal requirements for financial details that organisations frequently publish (Aragòn-Correa et al., 2020; Uyar et al., 2020). Due to a sense of social responsibility, organisations voluntarily share information about sustainable practises. On the other hand, corporate sustainability reporting introduces organisations to the information disclosure paradox. This is where the more information an organisation shares, the more likely it is to meet growing demands for more information, but the more likely it is that stakeholders will question the authenticity and integrity of that information.

Due to the strategic relevance of reporting on corporate sustainability, this informational contradiction compels management leaders to urge caution. Daub (2007) noted that reports on sustainable accomplishments have the ability to enhance the corporation's public image and provide the chance to discover waste and resource inefficiencies. Consequently, several industrialised nations have begun to establish a legal need for sustainability-related disclosure (Ioannou & Serafeim, 2017; Khan et al., 2020). In many developed countries, regulatory systems require businesses to give regulatory agencies information about public health, safety, and the environment.For instance, the United States requires Toxic Release Inventory (TRI) disclosure, and Europe monitors Pollutant Release and Transfer Registers (PRTR). In 2012, Malaysia also enforced sustainability reporting. According to sustainability reporting standards, corporations are required to declare their corporate social activities; if they fail to do so, they must issue a public statement highlighting their lack of CSR practises. Ioannou and Serafeim (2017) said that there is no formal sustainability reporting standard in China or Malaysia that requires companies to share information on certain criteria.

The Global Reporting Initiative (GRI) is one of the substantial frameworks for sustainable information disclosure for organisations worldwide (Brown et al., 2009; Uyar et al., 2020). Furthermore, any environmental disclosure released to the public in the form of a certification, such as Certified Emission Reductions (CERs), and annual sustainable reporting under the Eco-Management and Audit System (EMAS), are examples of voluntary sustainability disclosure schemes (Siegele & Ward, 2007; Tourais & Videira, 2016). Furthermore, mandatory environmental disclosure regimes such as TRI and PRTR provide an opportunity for organisations to obtain incentives by reducing toxic releases, as they provide transparency and accessibility to interested parties and encourage organisations to take pollution prevention measures (Johnston & Walker, 2020).

Previous studies have shown that reporting on sustainability may have a positive impact on corporate performance (Daub, 2007; Ioannou & Serafeim, 2017; Morhardt et al., 2002). In addition to boosting public image, brand awareness and staff retention, sustainability reporting may help firms find possibilities to reduce waste and resource inefficiencies, regulatory compliance, as well as increase their access to financing (Ioannou & Serafeim, 2017; Khan et al., 2020). Furthermore, several reasons support sustainability reporting, such as: eliminating future costs to fulfil environmental regulations; implementation of an eco-friendly approach; meeting regulatory requirements; reducing operating costs; improving stakeholder relations; and improving business performance (Ji et al., 2020; Morhardt et al., 2002; Yang et al., 2019). Sustainability reporting is an organisation's way of adapting and legitimising its operations to the public (Daub, 2007). Siew et al. (2013) said that the development of sustainability reporting makes it easier to manage "green" infrastructure, which leads to better green performance.

Based on previous studies, it can be stated that corporate sustainability reporting may induce organisations to implement green management practises and assimilate superior distribution of resources and capital that can also satisfy stakeholders' demand (Lăzăroiu et al., 2020). As sustainability reporting is going through its early stages, there are no specific guidelines available to disclose information on certain parameters. Despite the fact that researchers have demonstrated the benefits of sustainability reporting in green development, many developing countries, including Malaysia, have made sustainability reporting mandatory. Hence, researchers articulate the following proposition:

Proposition 2: Corporate green performance is positively linked to corporate sustainability reporting.

ISO 26000 and Corporate Green Performance

The ISO 26000 has been introduced to standardise social responsibility practises by the International Organisation for Standardisation (ISO). ISO 26000 standards are available to all public or private organisations and provide guidelines to perform business operations by fulfilling social requirements (Ankersmit, 2020).

Based on ISO 26000, social responsibility focuses on enhancing existing procedures and providing transparency in an organisation's social practises (Chakroun et al., 2019). The aim of ISO 26000 is to enable organisations to comply with corporate social responsibility (Heras-Saizarbitoria et al., 2020). ISO 26000 also takes into account the environmental, social, cultural, and legal aspects that will be applied to the organisation.

Additionally, ISO 26000 guides social responsibility among stakeholders and encourages sustainable practise (Fuzi et al., 2017; Schwartz & Tilling, 2009). ISO 26000 also offers recommendations on standards that can be used by all kinds of companies to incorporate corporate responsibility in green processes. ISO 26000 also offers guidance on standards of green policies, green structures, and green procedures that can be utilised by organisations across various industries. Further, organisations with ISO 26000 certifications recruit valued employees owing to their reputation, enhance productivity, stakeholder satisfaction, and strengthen customer-community relationships (Fuzi et al., 2017; Vazquez & White, 2012).

ISO 26000 operates to establish social and environmental standards for organisations (Chakroun et al., 2019; Fuzi et al., 2017). ISO 26000 standard for corporate green efficiency can also improve corporate economic performance (Chakroun et al., 2019). Indeed, ISO 26000 ensures advantages for organisations and stakeholders' social and environmental concerns (Purnomo & Widianingsih, 2012). Hence, ISO 26000 improves corporate green performance, enhances corporate reputation, reduces costs by minimising waste, reduces environmental and social risks, as well as improves corporate productivity (Prayuda & Praditya, 2020).

Additionally, researchers highlight that ISO 26000 delivers financial and social benefits in line with environmental requirements to assist organisations (Lipunga, 2015). The adaptation of ISO 26000 among manufacturing organisations improves green performance and thereby supports sustainable development. Based on previous research, it can be noted that ISO 26000 sufficiently influences the corporate green performance of an organisation (Fuzi et al., 2017; Verrier et al., 2016).

Based on the fact that ISO 26000 provides guidelines on social requirements for organisations. Though ISO 26000 is a new global interest, therefore, manufacturing organisations in countries like Malaysia may learn a lot from its adoption and implementation. A review of the literature also indicates a research vacuum and recommends to explore the role of ISO 26000 in manufacturing organisations of Malaysia (Fuzi et al., 2013; Fuzi et al., 2017; Habidin et al., 2014). Based on the discussion, it is proposed that ISO 26000 can increase corporate green performance for Malaysian manufacturing organisations. Thus, researchers articulate the following proposition:

Proposition 3: ISO 26000 is positively linked to corporate green performance.

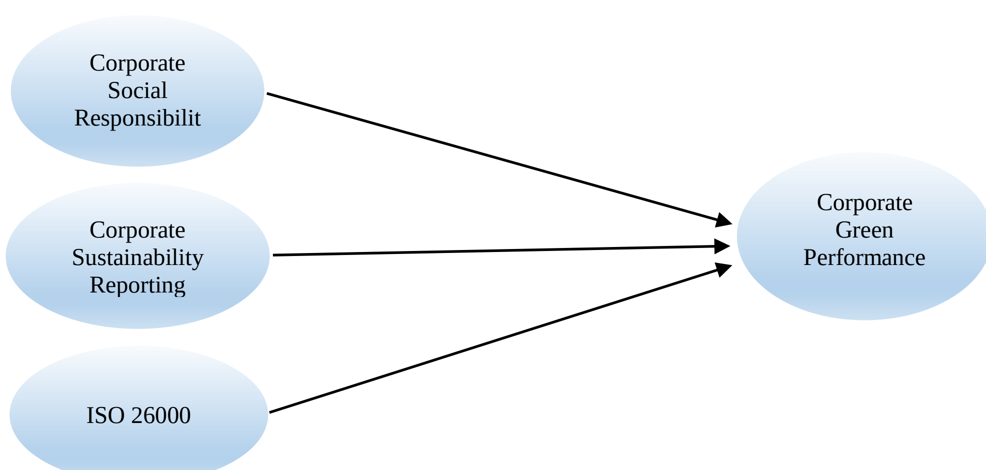

Figure 1. Conceptual Framework

METHODHOLOGY

We presented a conceptual relationship between CSR, corporate sustainability reporting, and ISO 26000 with the corporate green performance of the manufacturing sector, shown in figure 1, using qualitative and exploratory research (De-Guimares et al., 2019).

This study carried out Torraco's (2016) guidelines, which stated that a review of the literature should provide unique perspectives and new directions for research via three steps, such as; planning the review; conducting a review; and reporting & dissemination. According to Seuring and Gold (2012), a literature review efficiently examines and establishes a knowledge base within a study subject. In order to support current analytical standards and assure replicability, reliability, and validity, they also stress the significance of methodological rigour in a literature review. Therefore, this study used content analysis to examine the data by creating primary topic coding, categories, and sub-categories (Duriau et al., 2007; Mayring, 2015).

The literature search was divided into three stages: Stage 1: First, a review was noted by searching the Science Direct database for past research on green business performance published in English peer-reviewed journals. This search yielded a total of 9 articles linked to the keyword "corporate green performance," indicating that there is a need to find antecedents of corporate green performance. A systematic search was undertaken in the 2nd stage, beginning with the selection of the most relevant keywords and search phrases for the research. Stringent criteria were employed to guarantee that only high-quality evidence was included. This included utilising the databases ScienceDirect, Scopus, and Google Scholar to conduct a methodical evaluation of original academic research published between 2000 and 2020. Only peer-reviewed publications were included in the review to verify the legitimacy and high academic rigour of the identified research. To guarantee that only studies on corporate green performance were included, the search parameters were restricted to title, abstract, and keywords, as well as publications in environmental science, business management, and social science. In the third step, the search was initiated with the two keywords "corporate green performance" OR "sustainable corporate performance," yielding a total of 1379 results. The search was conducted in the ScienceDirect database, which yielded 33 articles. Scopus and Google Scholar databases yielded 36 and 1310 articles, respectively. Duplicates, book review articles, non-English outputs, and pieces that did not clearly target corporate green performance were deleted, leaving 128 articles. Following that, we examined the full-text research objectives, results, and recommendations of the remaining articles to include in this study. A total of 63 articles were selected for inclusion in this research. In addition, several recent publications are incorporated in the research to improve the conceptual framework. This study attempted to conceptualise CSR, corporate sustainability reporting, and ISO 26000 for corporate green performance; hence, selected articles addressed some parts of this study.

RESULT

This study conceptualises the effect of CSR, corporate sustainability reporting, and ISO 26000 on corporate green performance. Based on the previous research studies, the findings of the study support the notion that CSR, corporate sustainability reporting, and ISO 26000 improve organisational capabilities to achieve sustainability objectives and foster corporate green performance.

CSR has gained significant attention, and its significance continues to grow among corporations (Hou, 2019). Through CSR, corporations seek to protect social, environmental, cultural, and financial aspects (Raimi, 2017). In accordance with the view that CSR enhances organisations' capacity to achieve sustainable growth, organisations with a greater degree of CSR are more likely to have a higher sustainable performance (Gorski, 2017). Our findings also show a positive influence of CSR on corporate green performance, which supports Proposition 1. This is consistent with previous studies such as Abbas (2020), Campbell (2018), Malik and Kanwal (2018), Sarvaiya et al. (2018), Shabbir and Wisdom (2020), and Shahzad et al. (2019). These studies support that CSR practises depend on several factors, like economic conditions, rules & regulations, corporate culture, and market competition, and adaptation of CSR practises leads to improved corporate green performance. Hence, CSR enhances the competitiveness of organisations, protects the natural environment, and supports economic development.

Corporate sustainability reporting increases transparency regarding the social and environmental impact of businesses, as well as their governance structure and internal management practises. Reporting on sustainability-related challenges may reveal opportunities and hazards the corporation is experiencing but would not have otherwise been aware of. In other words, thorough disclosure may result in more openness about environmental and social issues, which helps people understand how sustainability is related to economic value. As a result, there may be a change in corporate behaviour toward sustainability issues, which in turn results in corporate green performance. This study found that corporate sustainability reporting has a positive relationship with corporate green performance, which supports Proposition 2. Previous studies also advocate that sustainability reporting provides various benefits to organisations, such as improved reputation, employee satisfaction, market share, waste reduction, as well as production efficiency, which lead to enhanced corporate green performance (Daub, 2007; Ioannou & Serafeim, 2017; Morhardt et al., 2002; Uyar et al., 2020). In the same way, using corporate sustainability reporting helps management build green infrastructure for better green performance (Khan et al., 2020; Raucci & Tarquinio, 2020; Siew et al., 2013).

Organisations could perform better on social, environmental, and economic issues by adopting ISO 26000 standards (Chakroun et al., 2019). Our results also confirm that ISO 26000 is positively linked with corporate green performance, which supports Proposition 3. ISO 26000 delivers financial and social benefits in line with environmental requirements to assist organisations (Ankersmit, 2020; ISO, 2020; Lipunga, 2015). ISO 26000 also helps organisations attract and retain employees, improve productivity, gain customer loyalty, and improve customer-community relationships (Chakroun et al., 2019; Fuzi et al., 2017; Vazquez & White, 2012). Hence, implementation of ISO 26000 in manufacturing organisations sufficiently influences the corporate green performance of organisations (Chakroun et al., 2019; Fuzi et al., 2013; Fuzi et al., 2017; Habidin et al., 2014; Prayuda & Praditya, 2020; Verrier et al., 2016). Therefore, on the basis of literature, this study conceptualises that CSR, corporate social reporting, and ISO 26000 positively influence the corporate green performance of manufacturing organisations in Malaysia.

IMPLICATIONS

Our findings have important implications for decision-makers. This study reveals that CSR, corporate sustainability reporting, and ISO 26000 have an impact on corporate green performance. First, our results encourage corporations to implement CSR, corporate sustainability reporting and ISO 26000 standards and concentrate on social responsibility to improve corporate green performance. In fact, sustainable performance depends on the effective deployment of green business practises within an organisation. Second, the results of this paper are also interesting for decision-makers when setting new standards or reforming the existing strategies based on eco-friendly and societal approaches. Therefore, these findings encourage decision makers to strengthen the stakeholders' protection and improve sustainable performance. Further, this study suggests that corporations inform their stakeholders of their sustainable practises, which are widely demanded and valued by stakeholders. Hence, by implementing CSR, corporate sustainability reporting, and ISO 26000 standards, corporations improve their green performance and become more competitive. This study also revealed that corporate sustainability reporting is essential for CSR disclosure and that international reporting standards such as GRI must be adopted to ensure accurate and standardised reporting. Additionally, this study provides a vision for emerging economies to mitigate sustainability issues and introduce societal and eco-friendly approaches to corporate activities.

LIMITATIONS AND FUTURE RESEARCH DIRECTION

This conceptual study examined CSR, corporate sustainability reporting, and ISO 26000 for corporate green performance for the first time. This conceptual article provides suggestions and ideas, but lacks empirical data to support its findings. Nevertheless, this could serve as a platform for corporate management and related stakeholders to explore how to strategically implement sustainable practises and enhance corporate green performance. Clearly, a more extensive quantitative or qualitative study on CSR, corporate sustainability reporting, ISO 26000, and corporate green performance would be required to provide management with significant and implementable conclusions. In addition, this article argues that, owing to the processes behind the various CSR initiatives, corporate sustainability reporting and ISO 26000 with respect to corporations may be quite difficult. This may be troublesome due to the cost associated with sustainable measures, which is probably the largest obstacle for business decision-makers. Moreover, real-world research is needed to find out how these processes work and what this means for the important issues of leadership and sustainability.

CONCLUSION

Recent climate change, resource depletion, and social inequalities have raised serious concerns about the need for responsible business practises to achieve green performance. In this perspective, the study examines the relationship between CSR, corporate sustainability reporting, ISO 26000, and corporate green performance in the manufacturing sector. Based on previous studies, this study conceptualises three main CSR practises, including CSR toward the community, employees, and customers. CSR has gained attention for improving the green performance of manufacturing organisations (Kraus et al., 2020; Shabbir & Wisdom, 2020). CSR is one of the important factors that may facilitate organisations in improving their green performance (Abbas, 2020; Shahzad et al., 2019). Further, corporate sustainability reporting facilitates organisations to meet regulatory requirements, reduce operating costs, direct operations under environmental requirements, improve stakeholder relations, improve business performance (Ji et al., 2020; Morhardt et al., 2002; Yang et al., 2019), and also assist management to build green infrastructure to improve green performance (Siew et al., 2013). On the other hand, ISO 26000 improves corporate green performance, enhances corporate reputation, reduces costs by minimising waste, reduces environmental and social risks, as well as improves corporate productivity (Chakroun et al., 2019; Prayuda & Praditya, 2020). Hence, on the basis of the previous studies, we determined the antecedents of corporate green performance. Our results confirm that CSR, corporate sustainability reporting, and ISO 26000 standards are positively linked with corporate green performance. We conclude that the adoption of CSR, corporate sustainability reporting, and ISO 26000 guidelines enables corporations to perform better on the social, environmental, and financial levels. Thus, we point out the importance of social responsibility in the pursuit of business activities.

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