

Entrepreneurship Sustainable Business Practices and Corporate Social Responsibility as Added Value in Entrepreneurship

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Abstract

This research conducts a comprehensive analysis of the literature on sustainable business practices and corporate social responsibility (CSR) through a combination of bibliometric analysis and qualitative exploration. This research aims to reveal the impact, trends and implementation strategies in the field. Bibliometric analysis uses VOS viewer to visualize influential authors, frequently cited works, thematic groups, and keyword distribution. Additionally, the qualitative investigation explores real-world implementation strategies used by organizations for sustainable business practices and CSR initiatives. Sustainable business practices and CSR have evolved from simply philanthropic efforts to become essential components of corporate strategy. By adopting environmentally conscious operations, responsible supply chain management, and innovative strategies, companies can minimize negative impacts on the environment while promoting social and economic benefits.

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1. INTRODUCTION

Sustainable business practices and corporate social responsibility (CSR) have indeed evolved over the years, becoming integral components of corporate strategy. These practices aim to minimize negative impacts on the environment while promoting social and economic benefits. The urgency to address global challenges such as climate change, resource depletion, and social inequality has pushed companies to reconsider traditional profit-centric models and adopt a more holistic approach that balances financial profits with social and environmental responsibilities. Increasing adoption of corporate social responsibility (CSR) initiatives and sustainability practices by companies around the world In an era of rapid globalization, increasing environmental awareness, and increasing social inequality, the concept of sustainable business practices and corporate social responsibility (CSR)) has become a central discussion of the role of companies in society. Because businesses have considerable influence on economies, ecosystems, and society, their responsibility to operate in ways that support long-term environmental, social, and ethical well-being has attracted significant attention from academics, practitioners, and policymakers. This research seeks to explore the impact and implementation strategies related to sustainable business and CSR through a comprehensive bibliometric analysis of existing literature

There are several opinions in giving meaning to the CSR concept. According to Milton Friedman's view, corporate social responsibility is to run a business in accordance with the wishes of the company owner, usually in the form of making as much money as possible while always heeding the basic rules outlined in a society as regulated by law and

legislation. The company carries out business activities beyond those required by law and carries out investments that support social activities with the aim of improving community welfare and preserving the environment. The benefits obtained by companies from this program include: saving company money, contributing to environmental sustainability as well as increasing energy awareness among company employees, increasing the community's good impression of the company, creating consumer preference for the company's product brands, and increasing employee pride.

Globalization has caused major changes in human resource management in companies. Companies now operate in a complex and interdependent global environment, no longer in national isolation (Fauzan & Hendra, 2024). International Human Resources Management (IHRM) must take into account various cross-cultural aspects, international regulations and global stakeholder expectations. This involves managing a workforce with different cultural backgrounds, meeting regulations and legal standards that vary by country, as well as adapting business strategies to meet the diverse demands and expectations of global stakeholders (Hidayana & Hendra, 2023). CSR, on the other hand, is a company's commitment to act responsibly towards society and the environment. It includes a wide range of initiatives aimed at improving social welfare, reducing environmental impacts, and making positive contributions to local communities. (Carroll, 1991) suggests that CSR can be seen as a company's responsibility at four levels, namely economic, legal, ethical and philanthropic. CSR is not just about complying with laws and regulations, but also about doing the right thing beyond legal obligations, such as reducing carbon emissions, supporting charities, and ensuring fair and safe working conditions for employees. In this research, business ethics and CSR are not only considered as moral obligations, but also as sustainable business strategies. (Fauzan & Hendra, 2024) show that business ethics and CSR play an important role in creating a positive image of the company and developing business. (Aviatri & Nilasari, 2021) emphasize that CSR is a sustainable commitment from the business world to act ethically and contribute to economic development while improving the quality of life of employees and their families, as well as local communities and society at large.

2. RESEARCH METHOD

This research adopts a literature review method to collect and analyze journal articles, books and other academic sources relevant to the application of business ethics and CSR in International Human Resources Management (IHRM). The literature selection process begins by identifying keywords such as “business ethics”, “CSR”, “IHRM”, and “international human resource management”. The selected ones are then analyzed to find the main findings, the methodology used, as well as the practical and theoretical implications. The main references used in this research include journal articles, books, and academic sources related to the topics of business ethics, CSR, and international human resource management. Literature analysis methods and qualitative approaches were used to explore findings and develop understanding of the interactions between business ethics, CSR, and IHRM practices in a global context

3. RESULTS AND DISCUSSION

In research (Hidayana & Hendra, 2023) business ethics and social responsibility in international human resource management are very important because they help companies to avoid conflicts that may arise from cultural differences between employees and business partners. In addition, good business ethics can minimize the risk of fraud that can be carried out by foreign companies and prevent excessive exploitation by companies. In the international scope, companies must build consumer trust by paying attention to

their welfare and providing their rights as consumers. By treating stakeholders and the natural environment responsibly, companies must also be able to improve the social welfare of the people in the countries where they operate. A company's reputation is formed from consumer assessments which are the result of ethical business activities. In this era of intense business competition and wide openness of information, business reputation can spread quickly. Finding employees, consumers, suppliers, financiers and the general public ethically and honestly is the key to surviving in today's business environment (Desty Febrian et al., 2023). Apart from that, maintaining business ethics also affects the level of trust of each element in the business world, and although the benefits may not seem instant, this is a long-term investment for all elements in the business world. Awareness and personal integrity in the company are very necessary to implement business ethics to prevent fraud or dishonesty which can harm the company. Providing strict sanctions or punishments for ethical violators is also important so that business ethics can run well and smoothly within the company. In research (Safitri et al., 2023) PT Unilever Indonesia is a real example of a company that carries out CSR programs well. Unilever is committed to Good Corporate Governance (GCG) and applies sustainability principles in its operations.

Their CSR programs focus on improving health, reducing environmental impact, and improving the lives of millions of people around the world. Through the Sustainable Living Plan, Unilever involves stakeholders in the decision-making process and program implementation. Inclusivity, materiality and responsiveness are the principles that Unilever upholds, ensuring that their CSR programs are relevant and have a positive impact on all stakeholders. By requiring suppliers to adhere to a code of ethics and business principles consistent with honesty and integrity, Unilever ensures that its entire supply chain also operates to high ethical standards. This not only strengthens Unilever's reputation but also creates an ethical and socially responsible work environment throughout the world. Overall, effective CSR programs such as those implemented by PT Unilever Indonesia provide a significant positive impact on employees and the international work environment, increasing employee satisfaction, loyalty and welfare, as well as strengthening the company's global reputation and operational sustainability.

Implementation of business ethics and CSR requires significant investment, which may be a burden for some companies. Brammer and Pavelin (2006) show that costs associated with implementing CSR programs, such as training, environmental audits, and developing ethics policies, can be prohibitive for small and medium-sized companies. Therefore, companies need to plan carefully and find ways to optimize investments in CSR so that they can provide long-term benefits without compromising their financial sustainability.

4. CONCLUSIONS AND RECOMMENDATIONS

a) Conclusion

This study's comprehensive analysis of the literature on sustainable business practices and CSR underscores the multidisciplinary nature of this field and its diverse impact on academia and industry. Identified thematic groups, influential authors, and highly cited works provide a holistic view of the evolution and trends in the field. The contribution of this study is twofold: academically, this study increases our understanding of the development of literature, key authors, and influential works; Practically speaking, this study offers actionable insights for organizations looking to adopt sustainability practices and improve CSR initiatives. As companies face the challenges of a rapidly

changing world, this study provides valuable guidance for balancing economic, social, and environmental goals in their strategies. Despite facing challenges such as cultural differences, varying regulations, and implementation costs, companies that successfully implement business ethics and CSR can achieve long-term sustainability and growth. Real examples such as PT Unilever Indonesia show that commitment to CSR and good governance can have a significant positive impact on employees and the international work environment.

b) Suggestion

Companies must ensure that business ethics and CSR become an integral part of their IHRM strategy. This means that ethical values and social responsibility must be integrated into every aspect of HR policy and practice, from recruitment to employee development. With an integrated strategy, companies can create an organizational culture that is committed to ethical principles and sustainability. Given the importance of cultural differences in the application of business ethics and CSR, companies should increase awareness of cultural variations in the countries in which they operate. Cross-cultural training and cultural awareness programs can help employees understand and appreciate local cultural values, which in turn will increase the effectiveness of implementing business ethics and CSR.

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