



Sustainable drive in Business: Mapping Circular economy and Social enterprise in the Organization supply chain ecosystem

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ABSTRACT

New Normal Businesses: A Boon or a Curse!

The economic crisis such as climate change, water scarcity, deforestation, species extinction, Global warming is mounting on organizations due to environmental challenges impacting the quality of lives of the people and the society at large. Therefore, businesses are modified with more radical and systemic eco- innovation strategies for long term transformation and sustainability. Social responsibility begins with a strong competitive company, only a healthy enterprise can improve and enrich the lives of people and their communities (Jack Welch).

Globally, many studies had been conducted to understand how to overcome the Solid waste chaos and environmental implications and imbalances caused to the nature. Some studies assessed the life cycle to understand the environmental, social and economic aspect of the recycling chain (Chilton et al,2010, Foolmaun,2008) while others compared the economic and environmental aspect of different recycling technologies (Frank,2011; Chilton et al, 2010). In contrast few studies focused on recycling collection of PET bottles as PET bottle is not a waste but a resource that can be recycled once collected (Nestle Wasters, 2017). A report from Ellen MacArthur Foundation campaigns promoting circular economy to reuse, refill and recycle PET bottle rather than using once and throw away (Guardian, 2017). Nevertheless, there are still multiple challenges in the recycling front of the solid waste. The major gap is lack of systematic approach to collection and sorting. These points towards stagnancy in the recycling percentage while creating social and environmental pressure on the company. It is worth interesting to note the dual benefit of increase in recycling, First Environmental benefit, second, residua income through remanufacture of recycled goods.

Keywords: Businesses, Management, Economic

I. Introduction

*Despite, the pressure on the organizations to adopt sustainable business models, the activity at ground zero is still a big question. Are the organizations implementing sustainable practices throughout the organizational supply chain? This impacts the process flow on two major aspects 1) **Governance risk** 2) **Reputation risk**. Hence, strong focus on sustainability and social responsibility is the new direction for businesses paving way towards renewable and clean energy based systems, optimization through ICT, Cradle to Cradle business models, green finance, waste management using reuse and retake systems , sharing economy and the list goes on.*

2 Problem Statement

In the run for profitability and competition, business houses compromised on the ethics of business sustainability and profitable profitability. Sustainable norms and practices in the operational supply chain ecosystem violating the sustainable norms and practices in the operational and supply chain ecosystem. Annual resource use is forecast to double by 2050 while waste is expected to grow by 70% (UN, 2017; World bank,

2018) fueling the Global warming, climate change and ecological imbalance which is against its vary customers on which , its business depends. Despite growing interest, inclusion of circularity and sustainable business has not become main stream and is still the domain of sustainability professionals. Trends on the demand site of the economy are however working in the opposite direction pushing down the economies sustainability and circulatory rate. The next big question is “**Can the supply side of economy reverse these trends**”?

3 Aim and Objective

The objective of this research is to explore new potential business models to scale up and further inclusion of Circularity and Sustainability in the existing business models and practices. Policy makers to initiate structural role in stimulating the innovations that lower the transaction and operational costs of the circulatory and sustainable economy, by defining concrete and engaging missions. In the current scenario, policy makers had included sustainable new practices, which will be a platform to re examine the real life examples as presented. The study will also address and examine on three major aspects 1) **policy aspects of sustainability** 2) **issues related to sustainable consumption** 3) **Demonstrate sustainable business model with real-time access to curb the issues and recommend economic viability, environmental protection and social equity across organizations. The research will further aim to establish an integrated mechanism and process flow to improve the sustainable practices across supply chain, with prime focus on solid waste management.** The research will finally aim to help governance and businesses and concerned stakeholders to adopt a holistic profitable sustainable ecosystem which will benefit with a positive impact both on the quality and quantity of businesses. Although, every study has its own objective, however the final output is to explore the truth of the topic which is unexplored and to rediscover.

The research will be strategized into four main sections. First, the literature review will discuss the previous studies that impact sustainability in operations and supply chain of businesses. Second, research methodology. Third, description from the results of on-site visits. Finally, the key findings with recommendations.

Key Research Questions

1. Why is Circular Economy the future roadmap?
2. How to rethink consumer behavior with transition from products to services?
3. What are the economic benefits of a circular economy? 4 Why do sustainable policies fails?
4. How do innovative business models decoupe business drive in sustainability?

4 Literature Review

The literature review will provide an overview of the earlier researches conducted on solid waste management, Consumer behavior, and ethical consumption with sharing economy. Apparently, the information shared in the review will act as an effective tool to enhance the post consumer process on solid waste management. The basis of the earlier research will form the foundation of the current model with an emergent design process.

The next 10-15 Years will present major opportunities for consumer companies (McKinsey, 2016) . Literature review of sustainability in business emerged variety of definitions. Sustainability and CSR become part of the core business and begins to be studied in relation to not only obtaining competitive advantages or efficiency in the use of resources, but also becomes the reference point for promoting policies in the company, with innovation being a central aspect in all areas, mainly in the environmental field (García-Sánchez and Araújo-Bernardo 2020). Therefore, the companies are considered to carry out CSR actions as a means of achieving or improving corporate reputation (Wang and Gao 2016). Most of these studies on reputation have, in turn, been related to financial performance indicators, although there are also those that analyze the effect on stakeholder relations (Verčič and Corić 2018). Most organizations consider sustainability and CSR as a marketing tool that improves the image and the reputation of company's performance (Carroll and Shabana 2010; Wang and Gao 2016; Wójcik 2018). The larger questions are 1) Stakeholder mapping both external and internal in line with circularity 2) Co-relations between sustainability and efficacy. Mostly, due to governance pressure and reputational risk, organizations are adopting efficient stakeholder relationship, strategies of efficient waste disposal, re-use and re take, social enterprises thereby sending positive signal from the market and receiving it too (Bae et al, 2018). Classic example can be seen with Coca Cola Beverages with excellent stakeholder relationship through adopted strategies on innovative waste management techniques, recycling and social enterprise model. Therefore, CSR activities will have a positive impact on financial performance (Margolis and Walsh 2003; Orlitzky 2011; Rost and Ehrmann 2017), while Adm. Sci. 2020, states that it could also be a tool for building trust, also called social capital, because it facilitates cooperation in the search for mutual achievements between institutions and different stakeholders (Fisher et al. 2009; Lins et al. 2017; Spence et al. 2003). Therefore, sharing economy is the new wave of this millennium. Forecasts indicate that the global SE market is expected to grow from US\$15 billion in 2015 to US\$335 billion in 2025 (Narasimhan et al., 2018). Despite, the outburst, the definition still lacks a proper framework while missing the “Big picture”. However, these activities might result in market failures (Dredge and Gyimothy, 2017), especially in the case of urban environments, characterized by their complexity and dynamism (Ashworth and Page, 2011; Fernandez and Lopez, 2016). The intrinsic difficulty of forecasting socio-economic events in urban environments has facilitated regulatory and policy gaps thus aggravating the social cost of unseen consequences that the collaborative economy has brought with (Hossain,

2020). This has been followed on well-documented social costs, understood as costs imposed on the society as a whole, without compensatory benefits (Frechling, 1994). Therefore, it is intrinsic that business houses need to be more collaborative towards the society through adoption of sustainable business models with an objective of a Circular Society and green neighborhood.

5 Research Design

The research methodology will be structured into three main agenda under 2 sub quantum a) **Qualitative** b) **Quantitative**

- a) **Qualitative Methodology:** Will address the research using literature survey, in depth questionnaire, analysis, data collection, sources of data, primary data, secondary data, and procedure questionnaire.
- a1. **Literature Survey:** Secondary data using wide range of information such as academics, commercial aspects and internet search engines
- a2. **Primary Survey:** An analysis of real time examples and sampling will be helpful in understanding the current sustainability practices along with CSR activities, merits and demerits with sampling errors. Analyzing the internal and external stakeholder through questionnaire, Local organization meeting, co ordination with governance and corporate visit.
- b) **Quantitative Methodology:** Will introduce the concept of scientific components of the research, hypothesis, survey research, case study research with data analysis. The research will test and trial using co relation, probability theories, standard deviation, mean and median to understand the sustainability challenges in Solid waste management. Another key important concept is the consideration of dependent and independent variable which will determine the key determinant factors. Two factor evaluation tools will be useful to authenticate the correct practices to be implemented in the research coupled with real time data. The quantitative data analysis will quantify the aspects related to the best practices designed, which can be a recommendation and outcome of the research.
- c). **Offsite research:** Analyze the result and draw conclusion along with recommendations.

6 Reflection

It is evident from the report that the widespread use of solid waste adds menace to the existing problems encountered in solid waste management. **The resources are depleting with highest volatility in the past ten years. The discredit can be attributed to the fast paced expansion of business houses, rising population coupled with unsustainable business practices. The contra effect is climate change, deforestation, pollution and depletion of natural resources. Therefore, Circularity in business design will optimize resource while keeping lifestyles intact. Re-use, re take will facilitate long term sustainability and consumer protection in organizations. Thus, this research will pave a way for new business models towards a sustainable and clean society through an efficient stakeholder mapping in the value chain ecosystem,** within a timeframe of 2030, to accomplish the UN's Global sustainability Goal, using roadmap through an effective collection and sorting mechanism thereby ensuring waste-free society .

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