



Mapping the Landscape: A Bibliometric Examination of Corporate Social Responsibility and Sustainable Development

Miss. Sonali Patel

Faculty in Commerce, Government College, Sundargarh

[Gmail- sonali8895patel@gmail.com](mailto:sonali8895patel@gmail.com)

Doi: <https://doi.org/10.55248/gengpi.5.0324.0870>

ABSTRACT:

In the dynamic landscape it become very essential to understand the aspects between corporate social responsibility and sustainable development. This study includes a bibliometric analysis of corporate social responsibility and sustainable development. for the analysis dimensional data base has been used and have taken data from 2000 to 2024(February). By using Biblioshiny software various factors have taken into considered like annual production, country scientific production, most relevant author, most cited document.

Key words – corporate, social, responsibility, bibliometric, sustainable, development.

Introduction:

The ideas of Sustainable Development (SD) and Corporate Social Responsibility (CSR) have become beacons of light in the complex web of international trade, showing the way to a future that is more resilient, egalitarian, and ecologically aware. The need for businesses to accept their position as positive change agents has never been more apparent as the globe struggles with a variety of issues, from resource depletion and climate change to social injustice and economic instability. The term "corporate social responsibility," or CSR, refers to the moral and charitable duties that businesses are being held to more and more in addition to their quest of profit. It symbolizes a paradigm shift away from the conventional emphasis on financial performance and toward a more comprehensive strategy that considers how company operations affect society and the environment. Corporate Social Responsibility (CSR) comprises a wide range of activities that try to strike a balance between economic interests and social and environmental concerns. Examples of these initiatives include developing ethical supply chains, lowering carbon emissions, and creating inclusive workplaces. In addition, sustainable development, or SD, is a forward-thinking framework that aims to provide for the needs of the present without sacrificing the capacity of future generations to provide for themselves. Sustainable development, which is codified in historic accords like the Sustainable Development Goals (SDGs) of the United Nations, emphasizes integrated approaches that balance environmental preservation, social justice, and economic growth. It acknowledges that the problems facing humanity are interrelated and that sustained development would need cooperative efforts from all sectors and stakeholders. Considering this, the nexus between CSR and SD presents itself as a hub for creativity, teamwork, and game-changing initiatives. Businesses may reduce risks, improve their reputation, and seize new chances for expansion, innovation, and a competitive edge by integrating sustainable development into their corporate strategies. Companies have the ability to catalyse good change at scale through a variety of means, such as implementing circular business models that reduce waste and resource consumption, investing in clean technology and renewable energy, or forming alliances with NGOs and governments to solve social challenges. Nonetheless, there are obstacles in the way of realizing sustainable development and corporate social responsibility. It necessitates a radical transformation of corporate procedures, thinking, and culture in addition to a readiness to negotiate difficult trade-offs and unknowns. Furthermore, prioritizing long-term sustainability over short-term advantages necessitates sincere commitment and leadership from company executives, shareholders, and other stakeholders.

Prior literature:

Gorski et al. (2017) It is clear that a new generation of sustainable leaders is required, and better business strategies can be achieved by improving managers' knowledge and proficiency in sustainability. Romanian higher education needs to change. It needs to incorporate concepts of CSR and sustainability into curricula, encourage industry executives and academics to work together, and support the creation of master's programs in CSR. A coordinated effort is needed to move education and business toward sustainability; research must be done continuously to better understand the demands of the business world and match educational programs with those needs. accordingly. Segura et al. (2019) has done a bibliometric review of 1832 publications reveal a rising body of research from 2001 to 2018 that explores the connection between CSR and sustainability. The primary categories are found to be business, management, and accounting, with the Journal of Business Ethics and Sustainability ranking highest in terms of productivity. The

University of Salamanca is the most productive university; the US leads the world in publications and citations, and there is notable international cooperation from China and France. Wu & Jin (2022) The study examines 1,832 papers from the Scopus database in order to identify research trends in CSR over 18 years. Publications have increased significantly between 2001 and 2018, with 41.5% of articles published in the last six years. The majority of the articles (31%), which fall under the categories of business, management, and accounting, are followed by social sciences (21%), environmental science (14%), and other subjects. Gorski et al. (2014) Organizations are under pressure to change their conventional methods to performance in the present economic environment due to increased competition and globalization. Organizations polled acknowledge social responsibility, but they are just beginning to apply corporate social responsibility (CSR) procedures; this suggests a gap between awareness and successful execution. Organizations are under pressure to change their conventional methods to performance in the present economic environment due to increased competition and globalization. Organizations polled acknowledge social responsibility, but they are just beginning to apply corporate social responsibility (CSR) procedures; this suggests a gap between awareness and successful execution. Organizations are under pressure to change their conventional methods to performance in the present economic environment due to increased competition and globalization. Organizations polled acknowledge social responsibility, but they are just beginning to apply corporate social responsibility (CSR) procedures; this suggests a gap between awareness and successful execution. Sarita (2023) CSR integrates social and environmental responsibility into business operations, aligning with the UN's SDGs for a sustainable world. While closely related, CSR and Sustainable Development are distinct concepts, with CSR being a means for businesses to contribute to sustainable development. Achieving true sustainable development demands comprehensive efforts beyond CSR, necessitating collaboration across sectors and global cooperation. Herrmann (2004) Businesses have a great deal of power and frequently take advantage of poor nations by producing goods cheaply and with little laws. This race-to-the-bottom dynamic makes one wonder if exploitation-based progress can last. The EU highlights the need of regulating globalization for sustainable development, acknowledging the need for accountability. Bharti (2003) With the exception of SDGs 10 and 17, India's Companies Act of 2013 is in line with most of the Sustainable Development Goals, underscoring the connection between CSR and SDGs. Corporate sectors align with SDGs 1, 2, 3, and 4, emphasizing their contributions to the goals of healthcare, education, and poverty elimination. Yan et al. (2022) Research on the connection between CSR and sustainable innovation among publicly traded polluters has been sparked by recent measures in China that aim to achieve carbon neutrality. Green patent filings show that CSR has a positive effect on sustainable innovation, especially in areas with favourable socioeconomic conditions. The study emphasizes the significance of CSR in directing heavy polluting industries' decision-making toward growth that is sustainable. Kou et al. (2022) According to analytical research, a company's sustainable performance may not be positively impacted by CSR engagement in environmental practices on its own if it is not integrated into key outcomes. Proving corporate social responsibility (CSR) efforts towards consumers and the environment requires using environmentally friendly manufacturing techniques and products. Community-oriented CSR directly improves corporate sustainable performance and the achievement of primary objectives by emphasizing financial stability, operational effectiveness, and employee-centric activities. Yadav (2020) In India, CSR has developed past charity and is now a part of business strategy, complete with funds and specialized teams. Establishing legal requirements, keeping an eye on compliance, enforcing them, and setting standards are all important components. Gandhiji's thought urges the use of wealth for socially beneficial purposes and underlines the wealth's responsibility to society.

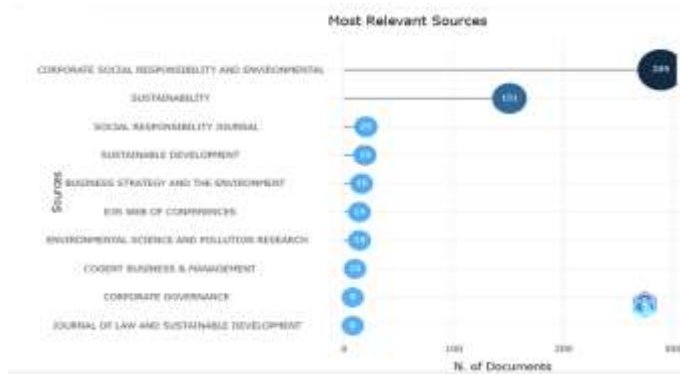
Methodology:

The secondary data has been taken from the dimensional database. In this study the data has taken from 2000 to 2024 (February). For the analysis total of 1435 numbers of documents has considered which includes 664 journals and books 1434 numbers of articles etc., from this it has 347 single author documents. The collaboration index for this topic among the authors is 2.79. by using various tools and technique, I have examined a set of articles in bibliometric analysis. Bibliometrics, initially presented by the Pritchard, is a quantitative and qualitative methods of analysing the published academic literature to follow the evaluation of a particular subject of study over an extended period of time (Naik ,2024).

Data analysis & Result:

The below figure shows the most relevant sources to publish the papers related to CSR and sustainable development. As per the analysis it has been found that the corporate social responsibility and environmental journal is most relevant source considered by the researchers. 289 papers already have been published by the researchers in this source. Then comes Sustainability Journal in second place with 151 papers. Social Responsibility Journal and Sustainable Development come in third and fourth place with 20 and 19 papers respectively.

Figure 1: Most Relevant Sources

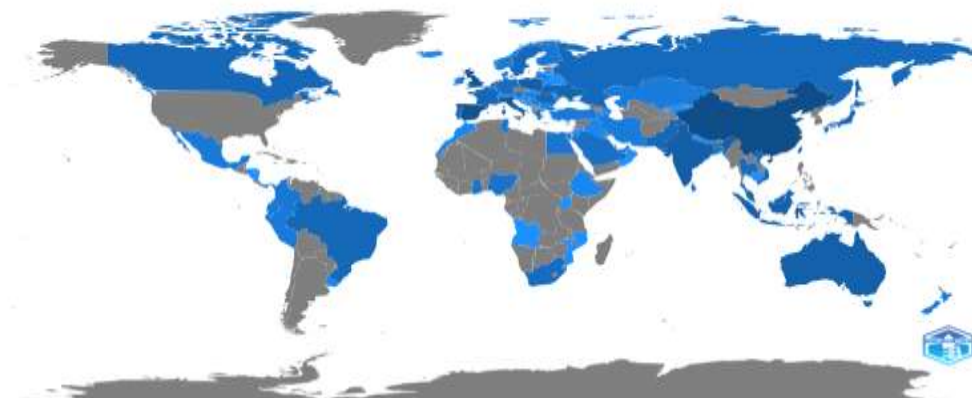


Source: Compiled from Biblioshiny

The below table and figure showing the country scientific production, which means it showing which country has published more papers related to this topic. The figure showing low to high production with grey to deep blue. Grey colour represents a country with low production and deep blue represents country with high production. As per the data it is clearly seen that China comes in the first place with 164 papers then comes Spain with 111 and then comes UK in third place with 84 publications. From this it can be concluded that China is more focused about corporate social responsibility and sustainable development.

Figure 2: Country Specific Production

Country Scientific Production

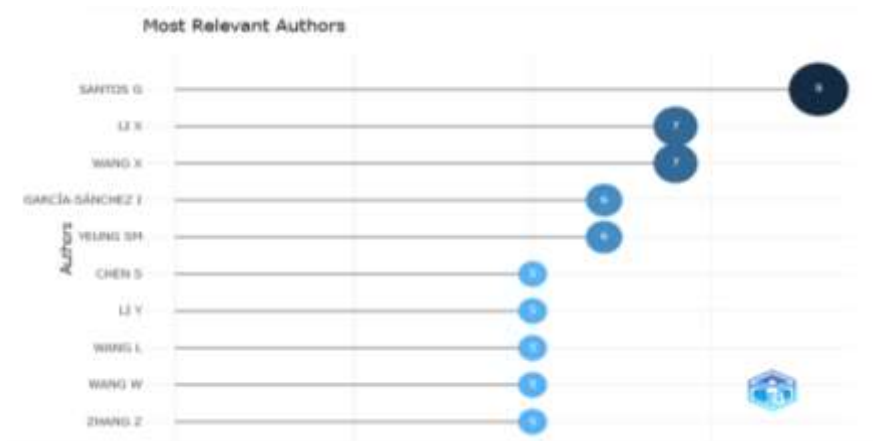


Source: Compiled from Biblioshiny

Table 1: Country scientific production

Region	Frequency
CHINA	164
SPAIN	111
UK	84
ITALY	67
INDIA	43

The figure below representing the most relevant author with regards to the CSR and sustainable development. Santos G is considered as most suitable author with nine publications then comes LI x, Wang x with 7 papers.

Figure 3: Most relevant authors

Source: Compiled from Biblioshiny

The image below is for word map. It is representing that most frequently used words by the researchers while conducting research on CSR and sustainable development. The term corporate and social have used with high frequency i.e. 741 times. Then comes responsibility with 629 times and after that sustainable and development with 498 and 459 times respectively. From this it can be considered that the terms corporate, social, responsibility, sustainable and development are the term which are more significant in this regard.

Figure 4: Word map

Source: Compiled from Biblioshiny

The following figure is for most cited documents by the researcher while doing their research work with regard to the corporate social responsibility and sustainable development. The first most global cited document is Kolk a, 2016 which is published in journal of world business titled as- the social responsibility of international business : from ethics and the environment to CSR and sustainable development which is basically concerned with the article offers a 50-year retrospective on how the international business literature has addressed social responsibility, particularly focusing on the Journal of World Business (JWB) and Journal of International Business Studies (JIBS). It highlights differing conceptualizations of IB and social responsibility, examining subthemes such as environmental concerns, ethics, rights, responsibilities, poverty, and sustainable development, while identifying key contributions and avenues for future research. Then comes Baumgartner RJ, 2013 published in journal of corporate social responsibility and environmental management titled as managing corporate sustainability and CSR: A conceptual framework combining values, strategies and instruments contributing to sustainable development and this article proposes a conceptual framework for corporate sustainability management, integrating strategic management, CSR, and sustainable development literature. It delineates three management levels: normative, strategic, and operational, focusing on vision alignment, strategy development, and implementation across organizational functions. The framework offers tools for performance measurement, assessment, and evaluation, aiding companies in identifying opportunities and threats, and enhancing both sustainability and economic success. In third comes Amran A, 2013, published in Business strategy and the environment titled as the influence of governance structure and strategic corporate social responsibility toward sustainability reporting quality and this paper investigates the role of the board of directors in sustainability reporting quality (SRQ) in the Asia-Pacific region, finding room for improvement in SRQ but highlighting the positive impact of corporate social responsibility (CSR) institutionalization. The study underscores the need for more robust efforts to enhance SRQ, emphasizing the importance of CSR values in mission statements and strategic alliances with NGOs.

Figure 5: Most cited global document

Source: Compiled from Biblioshiny

The following table illustrate the yearly scientific production of articles related to corporate social responsibility and sustainable development. As per the data it can be clearly seen that in the initial years the yearly publications of articles were very low but with passage of time researchers has understand the significant importance of the corporate social responsibility and sustainable development. In the recent years per year publications of articles has increased significantly.

Table 2: Annual scientific production

Year	Articles
2000	1
2002	1
2003	3
2004	6
2005	8
2006	5
2007	9
2008	7
2009	10
2010	21
2011	23
2012	38
2013	35
2014	25
2015	39
2016	48
2017	65
2018	91
2019	111
2020	159
2021	173

2022	211
2023	282
2024	64

Conclusion:

In conclusion, this research has shed light on the critical interplay between the research academician's interest with the rapid changing business environment in major focus on Corporate Social Responsibility (CSR) and sustainable development, emphasizing their interconnectedness in fostering long-term societal and environmental well-being. Through bibliometric analysis, this paper examines the academic interest of research scholars around corporate responsibility and sustainable development in the past two decades. The data has been taken from dimensional database with a view to conduct secondary research. The paper includes data from 2000 till 2024 (February). It has become evident that research interest of scholars is growing with the passage of time. It can be clearly seen that businesses driving sustainable development through their CSR initiatives, which encompass ethical business practices, environmental stewardship, and social impact efforts. Moreover, this study underscores the mutual benefits derived from CSR engagement, as companies not only contribute to societal progress but also enhance their own competitiveness, reputation, and resilience in the face of evolving global challenges. Furthermore, the research highlights the suggestions from prior research of being imperative for businesses to adopt a holistic approach to CSR, integrating sustainability principles into their core strategies, operations, and decision-making processes. By embracing this paradigm shift, organizations can leverage CSR as a catalyst for innovation, risk mitigation, and value creation, thereby aligning profit objectives with broader societal and environmental imperatives.

References:

- Abad-Segura, E., Cortés-García, F. J., & Belmonte-Ureña, L. J. (2019). The sustainable approach to corporate social responsibility: A global analysis and future trends. *Sustainability (Switzerland)*, *11*(19), 3–22. <https://doi.org/10.3390/su11195382>
- Amran, A., Lee, S. P., & Devi, S. S. (2014). The Influence of Governance Structure and Strategic Corporate Social Responsibility Toward Sustainability Reporting Quality. *Business Strategy and the Environment*, *23*(4), 217–235. <https://doi.org/10.1002/bse.1767>
- Baumgartner, R. J. (2014). Managing Corporate Sustainability and CSR: A Conceptual Framework Combining Values, Strategies and Instruments Contributing to Sustainable Development. *Corporate Social Responsibility and Environmental Management*, *21*(5), 258–271. <https://doi.org/10.1002/csr.1336>
- Bharti. (2023). Issue 1 www.jetir.org (ISSN-2349-5162). *JETIR2301144 Journal of Emerging Technologies and Innovative Research*, *10*(1), 283–286. www.jetir.org
- Gorski, H., Fuciu, M., & Croitor, N. (2014). Research on Corporate Social Responsibility in the Development Region Centre in Romania. *Procedia Economics and Finance*, *16*, 224–233. [https://doi.org/10.1016/s2212-5671\(14\)00795-3](https://doi.org/10.1016/s2212-5671(14)00795-3)
- Gorski, H., Fuciu, M., & Dumitrescu, L. (2017). Sustainability and corporate social responsibility (CSR): Essential topics for business education. *Balkan Region Conference on Engineering and Business Education*, *3*(1), 413–421. <https://doi.org/10.1515/cplbu-2017-0054>
- Kolk, A. (2015). The social responsibility of international business: From ethics and the environment to CSR and sustainable development. *Journal of World Business*, *51*(1), 23–34. <https://doi.org/10.1016/j.jwb.2015.08.010>
- Li, H., Kuo, Y. K., Mir, M. M., & Omar, M. (2022). Corporate social responsibility and environmental sustainability: achieving firms sustainable performance supported by plant capability. *Economic Research-Ekonomiska Istrazivanja*, *35*(1), 4580–4602. <https://doi.org/10.1080/1331677X.2021.2015612>
- Sarita. (2023). Corporate Social Responsibility for Sustainable Development. *International Journal of Research Publication and Reviews Journal Homepage: Www.Ijrpr.Com*, *4*(9), 2882–2885. www.ijrpr.com
- Wu, L.; Jin, S. Corporate Social Responsibility and Sustainability: From a Corporate Governance Perspective. *Sustainability* 2022, *14*, 15457. <https://doi.org/10.3390/su142215457>
- Yan, R., Li, X., & Zhu, X. (2022). The Impact of Corporate Social Responsibility on Sustainable Innovation: A Case in China's Heavy Pollution Industry. *Frontiers in Psychology*, *13*, 1–10. <https://doi.org/10.3389/fpsyg.2022.946570>