

# **Strategic Orientation to Corporate Sustainability: An Exploration**

## **ABSTRACT**

The notion of corporate sustainability (CS) brings firms centrally within the ambit of the wider sustainability discourse. It attributes the prime responsibility as well as the greatest capability to businesses for ensuring social and ecological sustainability concomitant with profitable business.

Academic research in CS has covered substantial conceptual and empirical ground over three decades of inquiry, and has addressed outcomes, motivations and moderators of the CS phenomena. However, phenomenological inquiry has tended to focus on discrete CS outcomes, and much of this research is also confined to separate silos of environmental and social literature. Therefore, although enriched by insightful theoretical explanations of discrete CS phenomena, we also inherit a fragmented vision of a field in a pre-paradigmatic state. Notwithstanding this emergent state of CS research, an increasing number of corporations across the globe have taken the lead in embracing sustainability, with many of them also reporting on a

based on the characteristics of the constituent CS items as follows: Four in the environmental dimension (Reduce damage to the physical environment; Preserve ecological status quo; Minimalism and Champion business of green), four in the social dimension (Responsible governance; Championing for social equity; Neighbourhood development; and Facilitate economic empowerment) and the final two in a nuanced dimension that I fashion as