
Editorial

Say Keat Ooi* and Azlan Amran

Graduate School of Business,
Universiti Sains Malaysia,
11800 Penang, Malaysia
Email: ooisaykeat@usm.my
Email: azlan_amran@usm.my
*Corresponding author

Of late the fast pace of globalisation, coupled with vigorous economic growth and the population explosion, has resulted in the exploitation of the environment. Overuse of energy resources, climate change and depletion of natural resources are issues that appear to put the planet at risk. In this regard, the concept of sustainable development – a form of development which emphasises environmental protection, social equity and economic growth – is increasingly gaining traction with businesses, policymakers and academics over time.

Sustainable development is envisioned as the key to a great future for humanity. As such, it is perhaps unsurprising that given sustainability practices among business organisations seem to have emerged. Some significant arguments have been made that sustainability practices represent an organisation's responsiveness and legitimacy when it sets a trajectory towards sustainable development.

Although a surge of interest in corporate sustainability has been witnessed, sustainability practices among businesses in the developing countries have not been made explicit in the literature. Corporate sustainability research from the developing countries remains scarce. This makes it challenging for the businesses, policymakers and academicians to understand corporate sustainability performance. The current extent and what constitutes sustainability practices is unclear and contested. Hence, this guest edition aims to fill the gap in understanding of corporate sustainability practices in developing countries.

Corporate sustainability practice is generally used in this special issue as an overarching term to describe organisational preventive measurements of the impact of economic activities on social and environmental well-being. Under this overarching term, many important issues like corporate social responsibility (CSR), corporate climate change performance, green marketing, green supply chain, sustainability leadership, stakeholder management and corporate sustainability disclosure have been raised and researched.

To provide a quantitative analysis of the published literature, Norfarah, Mohd Ali, Siti-Nabiha and Ale Ebrahim analysed corporate sustainability research published in the Scopus indexed journals from 1974 to March 2018. Based on the bibliometric analysis approach, the authors reported that of the 1,564 sustainability literature articles tracked, only 414 were from the developing countries. Among these studies, green supply chain

management was found to be the main trending research topic. They also reported on the most cited authors and top contributing countries in the sustainability literature among developing countries. Overall, this paper provides an overview of the patterns and trends in sustainability practices among businesses in developing countries.

While businesses have a key role to play in driving sustainable development, it is generally acknowledged that sustainability-oriented business and proactive corporate sustainability practices are the result of stakeholders' pressures. There is a need to better understand the role of the stakeholders. Phang, Siti-Nabiha and Jalaludin identified government agencies and foreign co-owners as the two most salient stakeholders supporting adoption of environmental management accounting (EMA) in the case of two seaports. Moreover, the authors also discovered that the EMA framework is crucial in assisting environmental data collection, whereby the energy and fuel consumption and carbon emissions were intensively monitored, meanwhile, however, water usage was neglected.

As global warming is undeniable, climate change has become an immense challenge for businesses. To make informed decisions, businesses and policy makers need timely climate change related information. Ooi, Yeap, Goh and Lai examined the antecedents and outcomes of climate change performance among Malaysian businesses. They revealed that organisational culture does have a significant effect on climate change performance. Additionally, there is evidenced that climate change performance enhances customer loyalty, employee commitment and business performance. Noticing the superior benefits of corporate climate change practices, climate change business strategies and action plans should be treated strategically. Climate change business strategies reap competitive advantages for businesses.

The debate surrounding climate change and sustainable development usually focuses on large-scale firms, which have been regarded as the major sources of pollution. Despite their significant contributions to economic growth, the role of the small and medium enterprises (SMEs) in sustainability practices has received comparatively less attention. Seeing them as the key towards the dynamism of the economy, GaikLan, Zainal and Amran intended to uncover clues to SMEs' propensity to engage in philanthropic practices. Their findings concluded that perceived behavioural control and charismatic leadership can be identified as the two most significant determinants of the corporate philanthropic decisions of the SMEs.

Noting the importance of green supply chain management, based on a study of 122 firms, Tan, Zailani, Tan and Yeo found that both green procurement and green supplier-customer collaboration, are crucial in managing the green supply chain, as indicated in their importance-performance matrix analysis. Accordingly, their findings are important for strategic decision-making, and useful especially for businesses to prioritise and allocate resources wisely in order to enhance their corporate environmental performance and competitiveness.

If we are to understand the complex process through which green marketing strategies unfold in the manufacturing industry, the research by Goh, Goh, Ariffin and Salamzadeh may provide a clue. Their research sheds light on which marketing strategies enhance firm performance when the choice is made to mitigate environmental impacts. To this end, businesses may find it advantageous to proactively engage in green practices and to embrace sustainable development.

In the context of sustainable information technology (IT), Supramaniam and Teoh zoomed in on the antecedents and outcome of cloud storage adoption. Based on the technology-organisation-environment framework, few significant determinants for cloud storage adoption have been identified. Their findings also confirmed the moderating roles of uncertainty avoidance and strategic agility in cloud storage adoption. Notably, businesses should always be strategically agile and continuously fine-tune their responses to their ever-changing business environment. Generally, this paper outlines several crucial implications for businesses which, taken together, provides guidance to managers and IT practitioners on how to adopt cloud technology as a sustainable IT strategy.

Organisational responses to sustainable development are part of an effective governance system, while corporate disclosure practice has been generally used as proxy to corporate performance. Ganesan, Poongan and Haron examined the impact of various corporate governance attributes on corporate sustainability disclosure. Board size and board independence were found to be significant factors in the developing countries. Although the authors argue the importance of having a risk management committee (RMC), findings indicated otherwise. The moderating role of a RMC is suggested to be insignificant.

On another note, predominantly relevant in the context of corporate governance is the importance of board diversity. There is indeed evidence that diversification is relatively importance to CSR activities, which subsequently enhances corporate financial performance, as reported by Yng and Hashim. From the policy perspective, there is a need to promote diversification on boards. As such, this paper should be of interest to a broad readership including policy makers and those practitioners who are interested in CSR and sustainable development.

Enormous development entails enormous challenge. Though gradual progress has been made lately towards sustainable development, critical challenges remain for businesses. Intrinsically, business-as-usual may not enable businesses to meet the challenges ahead. As such, transformational changes are indeed crucial. The last contribution to this special issue, Salamzadeh, Kianmanesh and Vahidi reveal that there is a significant relationship between transformational leadership and the social responsibility of employees. The authors concluded that acquiring a transformational leadership style enhances employees' social responsibility practices. The broader view of the transformational leadership style would stimulate organisational learning and foster social responsibility practices. Hence, their findings could be of value to many business organisations.

Collectively, these papers demonstrate developing countries' commitments to sustainable development. This guest edition has enriched the literature on the dynamics of corporate sustainability practices in the developing countries; it raises more awareness of sustainability issues and opens up more avenues for corporate sustainability research.

Taking all empirical contributions into consideration, it can be concluded that sustainability practices among firms in the developing countries are moving in the right direction, integrating social and environmental elements into their business operations or aspiring to do so. These firms are serious about sustainable development; the findings suggest that businesses in developing countries are proactive and capable of formulating sustainability strategies, which further strengthens their global responsiveness and competitiveness. It is just like one small step for businesses is one giant leap for the country and its communities.

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