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[Assessment of Corporate Environmental Policies and Practices for Promoting Social Sustainable Development]

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ABSTRACT

This study investigates the impact of corporate environmental policies and practices on social sustainable development, focusing on the roles of stakeholder pressure, institutional pressure, tendency of legitimization, and resource availability in shaping sustainability outcomes. In this research, a quantitative research design was adopted and the data was gathered from 302 managers through a structured questionnaire from textile organizations in Pakistan. To measure the constructs of stakeholder pressure, institutional pressure, tendency of legitimization, resource availability and social sustainable development, this investigation used a seven-point Likert scale. Structural Equation Modeling via Smart PLS was applied by the investigators to examine the measurement and structural models for their data. Pressure from the stakeholders combined with institutional pressure along with the tendency of legitimization proves their direct positive correlation with social sustainable development based on the studies made. These institutional pressures, legitimization tendencies and concerns with sustainable development were not sensitive to the availability of resources being more or less available. The study provides information on the external pressures together with organizational actions leading to a positive and responsible social change in the form of concrete suggestions for improving the environmental policies and practices of the textile industry.

Keywords: Corporate Environmental Policies, Social Sustainable Development, Stakeholder Pressure, Institutional Pressure, Resource Availability.

Introduction

Companies globally and most especially the companies in the emergent economies such as Pakistan today give much emphasis to sustainability due to rapidly growing industrialization and rising environmental issues. Sustainability has become integrated into strategy practices through the recent years while sustainable practices today focus on environmental, social, and governance issues (ESG). Companies in manufacturing and service industries no longer regard developmental sustainability important because they understand that green technologies and environmental responsibility practices contribute as well to minimized impacts. The China-Pakistan Economic Corridor is the single largest living paradigm of sustainable management that provides corporations environmental awareness to go green (Khaskheli et al., 2023). Sustainability practices in South Asian country Pakistan had been investigated by Professor disability under Sarfraz et al. (2023) who with numerous other researchers joined to determine the sustainability harms stakeholder pressure Institutional pressure and resource availability dynamics of Pakistan through their study (Sarfraz et al., 2023).

There is a broad literature review on the elaborate discussion on how firms work out sustainable strategies while in contact with environmental and social factors. This is because green technological innovations such as renewable resources and eco-friendly technology systems play an active role in supporting business development sustainability (Ali et al., 2022). By CSR the companies get to understand how to come up with preventive sustainability criteria in environmental performance, thereby improving on the performance (Sabbir & Taufique, 2022). The application of these practices also faces challenges for Pakistani organizations because they often experience restrictive

resources along with regulatory challenges and underdeveloped institutional recommendations (Khalid et al., 2022). The increasing recognition of the sustainable development goals SDGs relevance relates to strategy business due to global climate change, and carbon neutrality (Wang et al., 2022).

A research investigation explores Pakistan's sustainable business practice drivers & barriers by assessing the components influencing green innovation adoption along with sustainable development policies acceptance. The research compares the concept of stakeholder pressure against the backdrop of institutional support and resources to gain information that helps Pakistani businesses fine-tune their sustainability efforts. The associated research will help in building knowledge regarding the concept of corporate sustainability in emerging markets and at the same time will prove useful for formulation of guidelines for businesses and policymakers to enhance sustainable economic development within the area.

Objectives

1. To find out the impact of stakeholder pressure for social sustainable development.
2. To find out the impact of institutional pressure for social sustainable development.
3. To find out the tendency of legitimization for social sustainable development.
4. To find out whether or not resource availability moderates the relationship between stakeholder pressure, institutional pressure and tendency of legitimization and social sustainable development.

Literature Review

The evolution of sustainability principles in business execution has moved forward substantially through academic research focusing on ways environmental social and governance factors influence enterprise strategies. Business sustainability implements multiple actions through implementing green technology alongside energy conservation methods while building sustainability into organizational management systems (Arvidsson & Dumay, 2022). Business sustainability faces strong stakeholder pressure from investors and consumers and regulatory bodies compelling companies to adopt environmentally secure practices (Yasin et al., 2023). Business stakeholders increasingly understand operational environmental effects thus pressuring companies to provide clear sustainability practices disclosure (Andersson et al., 2022). Businesses in Pakistan face heightened stakeholder demands while navigating dual compliance with local and international environmental regulations which positions environmental sustainability as their core operational focus.

The implementation of sustainable business practices depends heavily on the actions put in place by institutional entities. Common government measures alongside industry standards and international accords function as foundational elements in guiding business adoption of sustainable approaches (Sarfraz et al., 2023). Pakistan's tightened environmental protection laws together with carbon emission regulations drive companies to establish green innovations through sustainable practices within their operations (Khalid et al., 2022). International trade agreements combined with United Nations Sustainable Development Goals (SDGs) have pressured Pakistani businesses to create strategic sustainability alignment for their operations. Instutional support by Ali et al. (2022) shows that focused policy instruments alongside financial incentives boost green technology acceptance and sustainable business methodologies.

The ability of businesses to implement sustainable practices depends largely on their

resources which exist at their disposal. Emerging economies like Pakistan present businesses with barriers to obtain essential financial along with technological resources for green innovation uptake (Khaskheli et al., 2023). The shortage of capital together with unskilled labor forces and limited technology access prevents these businesses from implementing sustainable practices even though ecosystem awareness is rising. Businesses involved in CPEC projects that have better access to resources can more effectively build sustainability in their operations according to Khalid et al. (2022). The solution to sustainably transform Pakistan's business sector depends on resolving resource limitations particularly for small and medium-sized enterprises which typically lack the means to fund green technologies.

The business sector depends on green innovations to achieve sustainable development because Wang et al. (2022) explain they incorporate new technologies and practices that minimize environmental damage. Pakistan views renewable energy systems led by wind power and solar technologies as central methods to cut carbon discharge while building sustainable development according to Ali et al. (2022). The innovative technologies help companies decrease their environmental impact while providing financial benefits by lowering operation costs through enhanced efficiency and developing improved market competitiveness. The depth of practice in sustainable entrepreneurship has made organizations to formulate policies that encourage the sustainability of the environment together with the growth of the economy (Ahmad et al., 2022). Two possible examples of manufacturing and construction sectors constantly translating energy volume into environment impacts are provided below.

Being a Muslim country, Corporate social responsibility (CSR) is playing a vital role in doing sustainable business in Pakistan. If encoding CSR initiatives one has to absorb ethical practices that firms have to put in place for the improvement of the society and the physicalworld. Sabbir and Taufique (2022)’s study proved that the companies, which implement CSR actions with community help alongside environmental efforts, gain a better brand image aligned with increased customer loyalty. In pursuing the global CDD policy, Indian businesses consider CSR as an effective tool of exhibiting compliance with sustainable development goals while addressing social problems such as poverty and environmental degradation (Sarfraz et al., 2023). Business success is long-term when companies operationalize CSR principles into business strategies because it fosters both the creation of a strong positive corporate image and the creation of sustainable organizational culture and practices.

Although there are gains to CSR and green innovations which include positive outcomes of CSR to the firm and its stakeholders, the green versions of those barriers to sustainable development are not missing and do impact emerging markets such as Pakistan. Strikes including; Blood, Weak State backing and Public ignorance to sustain, remain main barriers that negatively impact sustainable development initiatives (Sabbir & Taufique, 2022). Ones when Pakistani government does not implement environmental laws properly; second when there is scarcity of professional people who can put efficient green technologies Business operating in Pakistan are faced with two main challenges (Ali et al., 2022). Policymakers will provide needed support and encouragement to businesses with regard to the implementation of sustainable development. The development of financial motivators and accessibility programs for green solutions together with supportive guidelines creates an environment that promotes sustainable

business practices.

Sustainable business practices in Pakistan adopt a path shaped by multiple factors that include stakeholder advocacy and institutional backing alongside resources availability along with green innovation programs and corporate social responsibility initiatives. Sustainability integration into corporate strategies shows progress but implementation difficulties retain emphasis particularly when accessing sustainable resources and regulatory backing. Sustainable development progress in Pakistan depends on overcoming these present hurdles to allow companies to support global sustainability targets.

Hypotheses

Bases on the review of existing literature, the following six hypotheses have been developed.

H1. Stakeholders Pressure is positively & significantly related to the Social Sustainable Development.

H2. Institutional Pressure is positively & significantly related to the Social Sustainable Development.

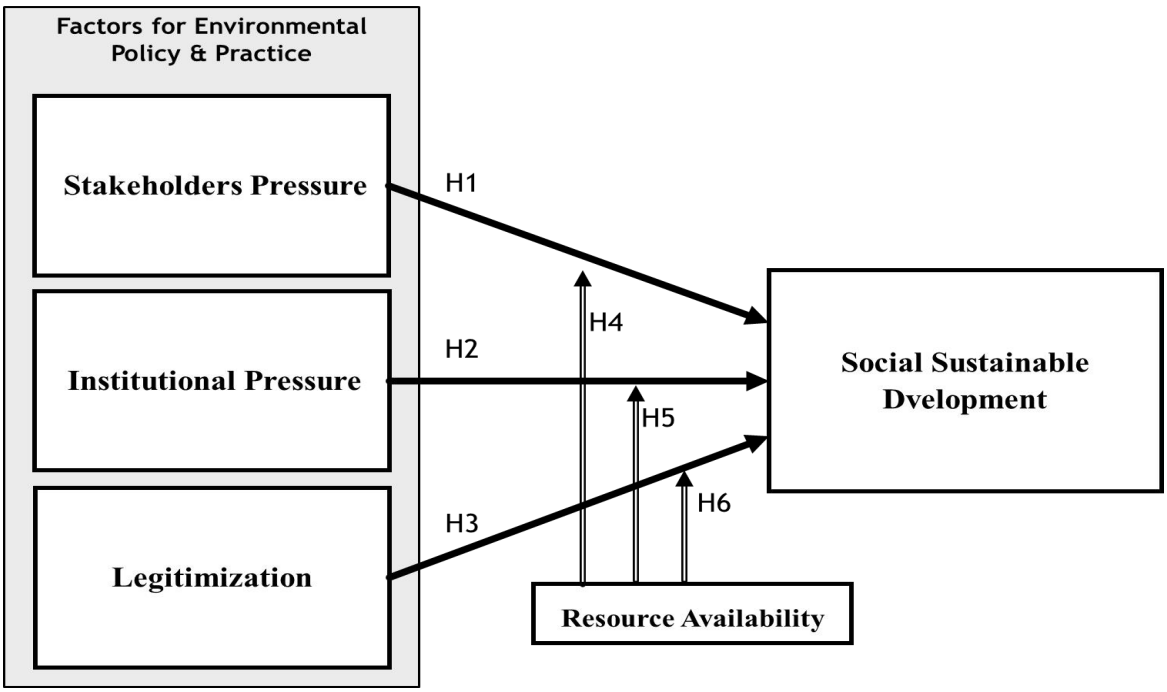
H3. Tendency of Legitimization is positively & significantly related to the Social Sustainable Development.

H4. Availability of Resources moderates the relation between Stakeholder Pressure and Social Sustainable Development.

H5. Availability of Resources moderates the relation between Institutional Pressure and Social Sustainable Development.

H6. Availability of Resources moderates the relation between Legitimization and Social Sustainable Development.

Conceptual Farmwork



Methodology

Design: A quantitative approach with an explanatory foundation guided this research study. This analysis employed corporate managers as sampling respondents to select data from 302 participants across various textile organizations. The conducting organization's HR departments helped identify participants including top-level managers, middle-level managers and first-line managers. First the HR managers received the explanation of survey purposes and then the researcher accessed chosen managers for data collection.

Measures: A structured survey instrument gathered data on three constructs: First stakeholder pressure amounted to eight items that assessed organizational decisions and behavior under stakeholder influence. Secondly institutional pressure was measured using eight items describing organizational responses to institutional expectation Institutional Pressure: A total of eight items were used for assessing both factors that created organizational pressure through institutional standards and regulations and norms and expectations. Tendency of Legitimization: The organization operates consistently toward achieving external stakeholder recognition through its established behavioral and administrative practices which are measured through eight distinct indicators. Resource Availability: The accessibility and availability of fundamental organizational resources served as the focus of this assessment through five measurement items. Social Sustainable Development: The assessment of social sustainability and development initiatives within organizations was measured by six specific items.

Researchers measured each construct through a seven-point Likert scale that started with "strongly disagree" and ended with "strongly agree." The applied measurement tools passed validity tests resulting in reliable usage within the research context.

Data Analysis: The research data underwent an analysis using Smart PLS for Structural Equation Modeling (SEM). The analysis followed these steps: The study established reliability and validity through Cronbach's alpha and composite reliability (CR) assessments as well as tracking the average variance extracted (AVE) in all variables including Stakeholder Pressure, Institutional Pressure, Tendency of Legitimization, Resource Availability, Social Sustainable Development. Structural Model Assessment: The main analysis required investigators to assess path coefficients while testing significance levels to validate stakeholder pressure relationships alongside institutional pressure and legitimacy aspects and resource availability and social sustainable development paths. Moderation Analysis: This research explored how resource availability and institutional pressures shaped the link between stakeholder pressure and legitimization dynamics which revealed effects on social sustainable development achievements.

Analysis And Results

This study uses the procedure outlined in Smart PLS (Hair et al., 2010) to perform an outer loadings evaluation of latent constructs and regression weights on quantitative data. Table 1 shows the observed element loadings of all study constructs according to the analysis. A strong measurement model outcome results from effective indicator representation of the constructs since outer loadings scores remain high (Kibria et al., 2021). Hair et al. (2016) show that indicators need no revisions when their outer loadings exceed 0.7 values to sustain reliability.

Measures of Stakeholder Pressure (SP), Institutional Pressure (IP), Tendency of

Legitimization (TL), Resource Availability (RA) and Social Sustainable Development (SSD) maintain strong and consistent relationships with their assessment indicators. The outer loadings from individual survey items validate their linkage to construct attributes while showing very strong indicator effectiveness. Stakeholder Pressure (SP) indicators exhibit strong loadings: SP2 = 0.712, SP3 = 0.736, SP4 = 0.737, SP6 = 0.798, SP7 = 0.842, SP8 = 0.706. The survey data strengthens the central position of stakeholder pressure as an essential construct in the analysis. Dynamic loadings indicate strong associations between institutional pressures and the construct. Institutional Pressure (IP) indicators demonstrate high values from IP1 = 0.767 to IP8 = 0.926 with IP8 showing the most considerable value. Tendency of Legitimization (TL) indicators demonstrate high loading values starting from TL1 = 0.891 through TL7 = 0.777 to indicate a robust relationship between organizational legitimacy efforts and perceived institutional pressures. The analyses indicate Resource Availability (RA) indicators of 0.804 to 0.787 demonstrate their effect on the research variables which reveals resource availability's significant impact. The Social Sustainable Development (SSD) indicators maintain robust relationships with the SSD1 = 0.895 to SSD4 = 0.856 scale points indicating their important role in measuring social sustainability elements in research.

Table 1: Outer loadings (Factor Loading Analysis)

Code	SP	IP	TL	RA	SSD
SP2	0.712				
SP3	0.736				
SP4	0.737				
SP6	0.798				
SP7	0.842				
SP8	0.706				
IP1		0.767			
IP4		0.772			
IP5		0.872			
IP6		0.801			
IP7		0.876			
IP8		0.926			
TL1			0.891		
TL2			0.837		
TL3			0.793		
TL4			0.847		
TL6			0.797		
TL7			0.777		
RA1				0.804	
RA2				0.913	
RA3				0.907	
RA5				0.787	
SSD1					0.895
SSD2					0.833
SSD3					0.749

SSD4	0.856

The measurement model indicators maintain reliability above 0.7 which validates their quality and reliability. The strong variable connections indicate that both measurement procedures and the key research constructs maintain stability in the study's design. Testing results both confirm the quality of measurement instrumentation while validating the sound approach taken for research methodology implementation.

Table 2 provides evidence of robust performance and reliability across Stakeholder Pressure (SP) and Institutional Pressure (IP) and Tendency of Legitimization (TL), Resource Availability (RA) and Social Sustainable Development (SSD). These constructs were assessed for their reliability and validity using Average Variance Extracted data (AVE), Discriminant Validity (DV), Composite Reliability (CR) statistics in addition to Cronbach's Alpha (CA). Overall, the assessment establishes that measures yield inherent structural models accurately since all used variables show high reliability and measurement stability.

The following are the AVE values of the study's constructs as supplemented by Hair et al. (2016): The above AVE values signifies that all the constructs can explain over fifty percent of the indicator data variance. Specifically, the AVE values for the study constructs are Stakeholder Pressure (SP): 0.573, Institutional Pressure (IP): 0.702, Tendency of Legitimization (TL): 0.68, Resource Availability (RA): 0.73, and Social Sustainable Development (SSD): 0.697. The analysis of the study results indicates that each construct accounts for more than fifty percent of the variance in the observed data while at the same time possessing adequate communality index and reliability coefficients.

Table 2: Covariance and Internal Consistency of Constructs

Variable	AVE	Divergent	Composite Reliability	Cronbach's Alpha
SP	0.573	0.757	0.889	0.852
IP	0.702	0.838	0.934	0.916
TL	0.68	0.825	0.927	0.905
RA	0.73	0.855	0.915	0.88
SSD	0.697	0.835	0.901	0.856

The measurement model's discriminant validity was validated through tests which showed values below 0.7 for Stakeholder Pressure (0.757), Institutional Pressure (0.838), Tendency of Legitimization (0.825), Resource Availability (0.855) and Social Sustainable Development (0.835). The measurement model displays clear conceptual distinction because the values of Stakeholder Pressure (SP), Institutional Pressure (IP), Tendency of Legitimization (TL), Resource Availability (RA) and Social Sustainable Development (SSD) remain below 0.7.

The tests showed consistent outcomes confirming strong performance for all constructs. Data analysis reveals that the Composite Reliability (CR) scores of Stakeholder Pressure (SP) (0.889) Institutional Pressure (IP) (0.934) Tendency of Legitimization (TL) (0.927) Resource Availability (RA) (0.915) Social Sustainable Development (SSD) (0.901) surpass

the 0.7 benchmark demonstrating robust relationships between indicators and their constructs. The results additionally showed that Cronbach's Alpha measured similarly well for all constructs with Stakeholder Pressure (SP) at 0.852, Institutional Pressure (IP) at 0.916, Tendency of Legitimization (TL) at 0.905, Resource Availability (RA) at 0.88 and Social Sustainable Development (SSD) at 0.856. The stability and reliability of constructs are confirmed by these values through evidence of strong indicator agreement which ensures measurement reliability. robustness of the study's measurement model.

Figure 2: Measurement Model

Source: Formulated via Smart PLS Algorithms Model Analysis

Statistical models use R-Squared (R^2) coefficients as primary indicators to evaluate fit-based performance. Experts argue R^2 functions as a statistical indicator to demonstrate how much predictor variables explain in the dependent variable's variation based on Kothari (2004). Evaluating model predictions requires these measurement tools to determine forecasting accuracy and structural model stability.

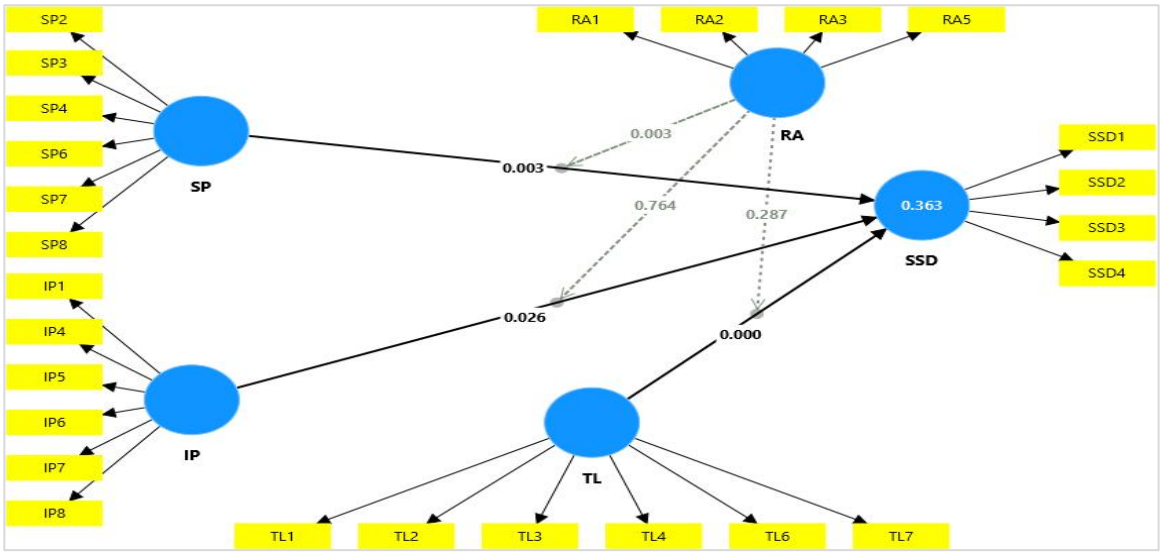


Table 3: R Square Analysis (Model Fit Test)

Latent Variables	R Square	*Inference*
SP	Formative	----
IP	Formative	----
TL	Formative	----
RA	Formative	----
SSD	0.363	Medium

The reported R^2 values demonstrate how model predictors adhere to fundamental variations in dependent constructs that validate structural relationships. The R^2 value for Social Sustainable Development (SSD) reaches 0.363 indicating moderate ability to explain the data. The successful predictions and explanation of latent variables in the structural model proves its measurement robustness. The model integrity becomes stronger when multiple constructs develop significant relationships through both effect sizes and variable associations. The experimental results prove that the model successfully interprets fundamental relationships between fundamental study factors.

Hypothesis Testing

Smart PLS employs coefficient analysis methods for measuring linkages between dependent and independent variables as Hair et al. (2010) explain. The direction intensity

and value of associations between variables become measurable through Regression analysis techniques. Recent research in three phases demonstrated how Baghozi and Yi (1988) established a theoretical model for identifying dependent variable changes caused by predictor variables. With Smart PLS software users can analyze the connections between modeled constructs by interpreting their path coefficients. The stability and reliability of coefficients receive additional support through bootstrapping resampling according to Hair et al.'s (2020) blueprint.

The path coefficient analysis presented in Table 4 shows values for original sample data (O) alongside mean (M) and standard deviation (STDEV) statistics along with T-statistics and P-values. Hair et al. (2010) state that constructs in a model exhibit significant relationships whenever their T-statistic value surpasses 1.96. Table 4 reveals statistically significant positive associations between hypotheses due to T-statistics and P-values pairings.

Table 4: Path Coefficient Analysis

Hypotheses		Std. Deviation (STDEV)	T statistics	P values	Status (Accepted/ Not Accepted)
SP -> SSD	H1	0.081	3.004	0.003	Accepted
IP -> SSD	H2	0.053	2.236	0.026	Accepted
TL -> SSD	H3	0.062	5.384	0.000	Accepted
RA x SP -> SSD	H4	0.097	3.024	0.003	Accepted
RA x IP -> SSD	H5	0.059	0.300	0.764	Not Accepted
RA x TL -> SSD	H6	0.062	1.066	0.287	Not Accepted

Smart PLS path coefficient analysis validated significant study variable relationships which supported the acceptance of hypotheses H1, H2, and H3. The analysis revealed Stakeholder Pressure (SP) as a positive direct influencer of Social Sustainable Development (SSD) through its T-statistic of 3.004 at a P-value of 0.003. Evidence derived from the analysis reveals that Institutional Pressure (IP) produced statistically significant positive impacts on Social Sustainable Development (SSD) (T-statistic = 2.236, P-value = 0.026). Tendency of Legitimization (TL) generated a positive and significant impact on Social Sustainable Development (SSD) (T-statistic = 5.384, P-value < 0.001) based on the data.

The analysis did not support the validity of hypotheses H5 and H6. Results show that the interaction between Resource Availability (RA) and Institutional Pressure (IP) (H5) and Resource Availability (RA) and Tendency of Legitimization (TL) (H6) had minimal impact on Social Sustainable Development (SSD), highlighted by low T-statistics (0.300 and 1.066) and high P-values (0.764 and 0.287). The results obtained indicate that the influence of Resource Availability (RA) together with Institutional Pressure (IP) and Tendency of Legitimization (TL) show insignificant effects on Social Sustainable Development (SSD) in the present research environment.

The path coefficient analysis reveals that Stakeholder Pressure together with

Institutional Pressure and Tendency of Legitimization serve as primary forces driving Social Sustainable Development yet Resource Availability with Institutional Pressure and Tendency of Legitimization demonstrates minimal influence on this relationship.

Discussion

The study demonstrates through path coefficient analysis how different constructs work together to influence Social Sustainable Development (SSD). A strong and significant link between Stakeholder Pressure (SP) and Social Sustainable Development (SSD) emerged through path coefficient analysis with a T-statistic of 3.004 accompanied by a P-value of 0.003. The findings validate stakeholder expectations and pressures as vital drivers of sustainability initiatives according to Khaskheli et al. (2023) who analyze how stakeholder involvement creates sustainable practices in diverse business configurations. The current study reinforces findings by Ahmad et al. (2022) about how stakeholder pressure acts as a determining factor for sustainable entrepreneurship as well as corporate social responsibility practices within emerging markets. The relationships demonstrate that businesses respond to stakeholder demands for sustainable development practices which results in improved social responsibility alongside heightened sustainability goals.

Results showed that Institutional Pressure drove SSD performance optimally as measured through its T-statistic value of 2.236 and its P-value of 0.026. The results support previous research demonstrated by Arvidsson and Dumay (2022) about how institutional norms and regulatory frameworks impact corporate environmental and sustainability practices. Organizations adopt sustainable practices through institutional pressure due to two factors: regulatory compliance and industry expectations related to legitimacy. Yasin et al. (2023) present evidence that institutional pressures push organizations to use green human resource management and sustainability-driven strategies that advance both social and environmental sustainability goals.

The analysis of Resource Availability (RA) alongside SSD did not support their relationship since the test produced a T-statistic value of 0.300 alongside a P-value equalling 0.764. The study's context shows that Resource Availability does not have a substantial direct impact on SSD performance although many studies underline the fundamental role of resources for sustainable development. According to Khalid et al. (2022) resource availability stands vital for sustainable development especially during CPEC's large-scale infrastructure project execution. The results of this research connect to Sarfraz et al.'s (2023) argument that resources function indirectly for sustainability outcomes through other factors like stakeholder and institutional pressures. Future studies should investigate complex linkages between RA and alternative moderate influences while examining practical market and environmental elements.

Recommendations

Improved stakeholder engagement strategies along with sustainability initiatives alignment with institutional norms will lead to advanced social sustainable development according to recent recommendations. Organizations should create cohesive frameworks which unite their compliance obligations to regulatory requirements with dedicated stakeholder expectation fulfillment. The development of sustainable resource bases for organizations represents a critical aspect to long-term sustainability achievement even if direct relationships were not established in the underlying study. Sustainable development receives additional backing when businesses unite with governmental institutions and non-governmental organizations to acquire resources.

Implications

This research delivers transformative findings which businesses must understand to enhance their sustainability management practices. Companies that study stakeholder and institutional pressures develop better sustainability plans that fulfill regulatory requirements while meeting important stakeholder requirements. These findings underscore how both corporate governance and sustainability integration create organizational legitimacy to develop sustainable business practices. Additionally the study calls for revisiting resource availability because technological innovation and strategic partnerships should be examined for their potential to compensate for resource constraints.

Limitations And Future Directions

The study's geographic constraints as well as its narrow choice of constructs limit its capacity for universal application throughout various industrial sectors and geographic locations. Future studies need to build on this research by investigating various additional variables including cultural and economic elements which impact social sustainable development. Additional research is needed to investigate how leadership styles and organizational learning can enhance sustainability initiatives while determining if additional constructs mediate or modulate these effects. A systematic chronological research design would enhance our understanding of how elements interact with sustainable business practices over expanded time periods.

Conclusion

This research reveals essential drivers of social sustainable development through an assessment of stakeholder pressures and institutional environments affecting sustainability practices. Within this context resource availability did not demonstrate direct links but the research shows how contextual elements affect sustainable business practices. The presented data demonstrates that sustainable companies need to integrate external demands with internal competency development in order to become future leaders of sustainable development.

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