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EDITORIAL: Corporate sustainability, green economy, and entrepreneurial financing in emerging markets

Dear readers!

Welcome to the latest issue of the journal “*Corporate and Business Strategy Review*”. We express our profound gratitude to all contributors (authors, editorial board, publisher) of the journal and those who have served as anonymous referees for the published papers in this issue.

Over the past three decades, there has been a notable increase in interest in corporate sustainability research due to the variety of concerns and actions to address this challenge (Vasist & Krishnan, 2023). Specifically, the interest in sustainability research has surged as political and public pressure on corporate sustainability efforts has increased in recent years (Velte, 2023). The recognition of pressing global challenges such as climate change, resource depletion, and social inequality has heightened awareness of the need for sustainable practices within the corporate sector. Businesses are facing increasing scrutiny from stakeholders to address these issues and operate in a responsible and sustainable manner. For instance, governments and regulatory bodies worldwide are implementing policies, regulations, and reporting frameworks (e.g., the EU Green Deal) that require companies to disclose their environmental and social impacts and adopt sustainable practices (Kavadis & Thomsen, 2023). These regulations, such as mandatory carbon reporting, sustainable procurement policies, and ESG (environmental, social, and governance) disclosure requirements, have prompted businesses to invest in sustainability research to comply with regulatory obligations and stay ahead of emerging standards (AlHares et al., 2023; Michael et al., 2023).

Hence, companies are realizing that sustainability is not just a moral imperative but also a strategic advantage that can drive growth, attract investors, enhance brand reputation, and mitigate risks associated with environmental and social factors. Although a broad consensus would seem to have been reached by now in the literature, new ambiguity seems to emerge continually, and it is, therefore, not rare that researchers are grappling with the question of whether it pays for corporations to be sustainable (Atz et al., 2023). In other words, while the relationship between corporate sustainability and firm performance and survival has gained much interest among scholars, the findings have been fragmented and inconclusive (Cai & Li, 2018; Hussain et al., 2018; Rezende et al., 2019). These inconclusive and sometimes contradictory findings suggest that the relationship is complex and that more research is needed to establish how, and under what conditions, the relationship remains positive.

This issue includes articles focused on a variety of relevant as well as actual topics in corporate sustainability, green economy, and business strategy, all consistent with the main research areas targeted by the journal.

The first contribution to corporate sustainability is “*Startup sustainability issues: An analytical hierarchy process (AHP) method and quantitative strategic planning matrix (QSPM)*”, by Dian Purnomo Jati, Suliyanto, Weni Novandari, and Daffa Redika Fauzi. By descriptively and qualitatively analysing data using an analytical hierarchy process (AHP), strengths-weaknesses-opportunities-threats (SWOT) analysis, and quantitative strategic planning matrix (QSPM), the authors examine the factors that contribute to the demise of startups in Banyumas. The authors provide the conclusion that digital startup sustainability problems could be resolved by prioritizing the strength-opportunities strategy. The implementation of these strategies included optimizing young workers, collaborating with supporting communities, and creating unique

products. The authors contribute to the development of the literature on the factors that cause startup failure, which so far has been limited to discussing only the success factors.

In “*The social green economy: a perspective on a forest community project in a developing country*”, the authors *Thanachaporn Thathongkham* and *Rattaphong Sonsuphap* aim to explain forest community projects as a promising example of how sustainable development and the green economy can be achieved through community-based initiatives. Using in-depth interviews qualitative approach, the findings of the paper confirm the potential benefits of community-based forestry initiatives, such as job creation, poverty reduction, and environmental sustainability. A forest community project can contribute to a green economy by implementing sustainable practices and utilising green technologies in its operations. By participating in carbon credit programmes, a forest community project can contribute to a green economy, mitigate the effects of climate change, and improve the economic prosperity and social well-being of the local community.

Thanh Nga Doan, Thi Anh Nguyen, Huyen Linh Vu, Ha Anh Nguyen, Hoang Anh Dam, and Thanh Son Nguyen in “*Factors affecting the application of environment management accounting: evidence from manufacturing enterprises*”, seek to identify and measure the factors affecting the applicability of environmental management accounting (EMA) in Vietnamese manufacturing enterprises. Using a mixed research method, the authors find seven factors affecting the application of EMA in Vietnamese manufacturing enterprises and provide recommendations to help enterprises improve their ability to apply EMA. The study contributes to enriching the previous literature in important ways. It extends the strand of research on EMA application in developing countries and also extends the research about the factors affecting the application of EMA in enterprises, especially in manufacturing enterprises.

Last but not least is “*Examining the drivers of ESG adoption: Empirical findings from a developing market*” by *Ngoc Hung Tran* and *Thi Thuy Hanh Nguyen*. Focusing on listed companies subject to more stringent accounting standards and policies, the authors investigate the factors influencing ESG pursuit in an emerging market. The empirical findings reveal that board structure, board gender diversity, and ESG knowledge are the top three factors that impact ESG pursuit. Moreover, the study identifies leadership and enterprise size as additional factors that affect ESG pursuit. This research provides practical insights to assist entrepreneurs in enhancing ESG pursuit in an emerging market.

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