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Article

Emerging Trends in Business from Climate Change: 'Dynamics, Strategic investments with CSR as a Tool Towards Shared Value Creation and Sustainability

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Abstract: This study points significant and specific attention to strategy. Structured, and semi structured questionnaires and interview materials were applied in data collection from randomly drawn participants and respondents from the population. The population sampled consists of up to 275 responses captured in Roma. Brand reputation - investment risks, and Brand equity - investment risks from 'SEM showed statistical significances at the 5% level of significances. From the results, 'p - value (>0.05) indicates a statistical significance, implying the assumption of the relationship existing and connecting two different groups on their perceptions of activism against the state on climate change shown as analyzed and captured from data in this poll and experimental survey.

Keywords: climate change; CSR; litigation trends; stakeholder theory; competing vs. complementary interests; environment; investment risks & sustainability

1. Introduction

Climate changes have brought about drastic changes on the environment from different forms of business activities, and events in a vast changing scenario.

Despite this circumstances, evidence on the impacts of climate change litigation is still mostly found anecdotal (Setzer & Vanhala, 2019), sceptically doubtful and seems not realistically true and reliable enough. The extant dynamics and terrains have been constantly changing and rapidly evolving around 'climate change associated with economic activities.

Human rights activism, and advertisements related to gender equality and ethics have emerged. Strong activism and advocate for channelling resources on community related activities, welfare state and societal development has grown in magnitude and tremendously.

Topics, and discourse, such as child labour, gender equality and ethics in advertising have been defined in academic literature (Crane & Kazmi, 2010; Martin-Ortega & Wallace, 2013).

Existing literature emphasized the significant role of corporate social responsibility (CSR) role in respecting human rights and their direct relationship to advocate and canvas or push for children's right, interests and respect (Crane and Kazmi, 2010; Krstić, 2017; Zadek, 2004). In this sense, CSR is defined as a management principle embedding four areas of activities drawn from: the economic - driven towards accomplishment of economic goals of the company, the legal - pointing to the obligation in complying to legal statutes, the moral - entailing the moral obligation or expectations in demands and expected to be discharged towards all stakeholders and the philanthropic - about investment of own resources with the objective of fulfilling higher purposes in the community or society (Carroll, 1991; Ivanović-Đukić, 2011).

Obviously, CSR has assumed a 'multi - dimensional perspective in recent times following its emergence dated to the 1950s.

Matten and Moon (2008) identified and stressed on the 'multidimensional perspective of 'CSR.

The 'multidimensionality of 'CSR can be strategically defined. The literatures have enumerated the strategic perspectives of 'CSR, and some key components from 'stakeholder's theory and

stakeholder management, prominent among them (Heikkurinen, 2018; Kim et al., 2018; Sekulic & Pavlovic 2018).

Other authors also pointed to other key, crucial and essential aspects of 'CSR, stakeholder and management, such as social development (Frynas & Yamahaki, 2016; Heikkurinen, & Mäkinen, 2016; Heikkurinen, 2018), firm value creation and shareholder, and 'CSR as a strategic means of achieving a competitive advantage (Camilleri 2017; Godfrey, 2005; Godfrey et al., 2009; Porter & Kramer, 2006, 2011; Turker, 2009).

What could be considered to be a 'dangerous' level of climate change, and second to determine what levels of greenhouse gas stabilization are consistent with avoiding said climate changes (Schneider; 2005; Smith; 2009, Knutti, 2008) and anticipated severities or unforeseen circumstances.

This study and research sought to highlight the key and pertinent issues associated with the socio – economic impacts of activities of companies and corporations and seek for a potential and practical redress, specifically on the environment, 'climate change related issues.

Finally, this study points to the significance and crucial need or essence for striking and achieving a balance from the point of "competing vs. complimentary" interests so as to extrapolate and project beyond economic interests and motives triggered and prompted by economic gains and motives or purpose for doing business.

The stakeholder aspect and philanthropy can be embraced and from the standpoint of a strategic framework of a novel business model built around strategy, shared value creation transcending to equity and building a platform and template for investment risks towards mitigation and amelioration, while addressing key environmental issues, 'climate changes occurrence, averting litigation cases and activism, then meeting social needs and climate change mitigation demands, amelioration and expectations for sustainability.

2. Methodology

This research is based on quantitative methods, making vivid qualitative analysis and quantitative treatments from inferential statistical method.

The assumptions of the normal distribution and symmetry at the significance level and confidence bound interval for the set limit criterion and threshold of significant level - α . The β 's is estimated from the 'SEM: structural equation modelling between response and explanatory variables.

Design

Structured questionnaires and semi structured interview materials would be applied in data collection from randomly drawn participants and respondents from the population across organizations and consumers. The population sampled consists of 175 responses captured in Roma, including a minimum of 20 interviews to support the previous data of 100 responses from semi structured questionnaires and analyses from previous studies. The total estimated data size available is 295.

Convergent validity criterion transmits, and reflects actuality of the measures. This is affirmed by average variance extracted (AVE) (Ahmad S. et al., 2019). The AVE value should be larger or greater than 0.5, according to Fornell and Larcker (1981).

The items of CSR are adopted based on the literature and similar to those from López-González et al. (2019). All items of CSR assessed were measured and scaled using 5-points Likert-Scale (1 "strongly disagree" and 5 "strongly agree"). The alpha of CSR. brand & image * 0.84906. The results indicate that the AVE reflecting convergence based on the factor loading of each item is more than the standard value (0.60). Hence, measures were considered adequate. The factor loading of each item is mentioned in Table 2.1.

The items of BE are adopted in resemblance from previous studies Çifci et al. (2016). For the measurement of brand equity, the 5-point Likert-Scale was applied as rated: (1 "strongly disagree" and 5 "strongly agree"). The alpha of BE was 0.927, which is appropriate. The results are strongly valid indicating that the convergent validity criterion for each item is more than the standard value

(0.60) based on the AVE. The alpha values met the threshold criteria. The AVE based on the factor loading of each item is mentioned in Table 2.1.

The items of CSR, brand & reputation were modified to reflect those of CR that were adopted by Suki and Suki (2019). All items attached to CR were measured and based on a 5-point Likert-Scale (1 “strongly disagree” and 5 “strongly agree”). The alpha of CSR, brand & reputation was 0.97820. The reliability of each item is guaranteed as the values are more than the standard value (0.70), and for AVE (0.6).

Also, measures and the items resembled those developed by Tzempelikos and Gounaris (2017). These items are based on a 5-points Likert-Scale (1 “strongly disagree” and 5 “strongly agree”). The alpha of Sustainability was 0.882245, and that of Investments risks & CSR was 0.8824, which is acceptable. The results indicate convergence that the AVE based on the factor loading of each item is more than the standard value (0.60). Also, the alpha values met the threshold criteria. The AVE based on the factor loading of each item is shown in Table 2.1.

Table 2.1. Cronbach Alpha of the Variables.

	'Cronbach alpha
Brand awareness	0.78947
Investments risks & CSR	0.8824
Brand preferences & culture	0.88725
Perceptions	0.88235
Brand image	0.9245
Brand reputation	0.83768
Brand communication	0.92308
Brand equity	0.917
Sustainability	0.882245

'Source: 'Present study draft & author's draft as adapted from previous study, 2022, 2023 & 2024.

3. Background Literature

Friedman in his ideology on 'CSR around the classical economic view wrote his first paper in 1970.

Carroll (1979, 19991, 2008, 2011, 2015) outlined motives for pursuing 'CSR, around '3 – 4 key pillars comprising; “economic, legal, philanthropy and ethics”.

The main goal of business, motives and purposes in the classical sense and context is the economic gains. The revolutionist 'Thatcher – Regan pushed strongly in favour of tax cut exemptions and subsidies for profit – making firms and corporations for pulling their countries out of recession and addressing inflation and persistent rising costs prevalent in the 1980s. This conception aligns with the Friedman's perspective around economic reasons and motives of doing business in penchant for wealth creation and accumulation in meeting the shareholder's expectations.

The 'Urgenda led to another regime and beginning of an era when activist groups rise against the government and institutions against actions that negate the environment or of negative bearing and consequences, II, III.

Subsequently, the trends in state activism and calls for actions due to cases emerging demands attentions.

A suit case presented by 10 families from Portugal, Germany, France, Italy, Romania, Kenya, Fiji and Sáminuorra, the Swedish Saami Youth Association was rejected and struck-out by the court. The case was declared dismissed and the jury stated there was no sufficient evidence that the group directly affected by EU policies to challenge these in court. However, the fact was acknowledged that “every individual could be affected or impacted, and influenced by climate change” in various ways.

Unsatisfied by the court proceeding, outcome and decision, and unsatisfactory rulings; the plaintiffs planned to appeal before 15 July 2019 to seek a redress again. III **

The multidisciplinary origin of CSR (Aguascalientes & Medero Gómez, 2016; Correa, 2007) has a great and significant bearing. As a result, companies that have strategic conversations between different interested parties, have great possibilities of experiencing fewer gaps in the perceptions of their mission and values (Miles et al., 2006).

However, it is severely risky that stakeholder actions erode CSR over time, thus unsustainable (Strand et al., 2015). Ultimately, the sustainability of management approaches, such as CSR depends on its position in society (Steurer et al., 2005).

A coherent relationship between the company and its stakeholders have a positive impact on the worth, positioning and net value derived by the company (Ifada et al., 2021).

Companies have to define strategies that reflect and allow them to adapt to changing realities enabling a sustainable differentiation from other competitors (Orviz Martínez et al., 2021; Ullah et al., 2021).

The success of companies depends on the implementation of business models based on corporate social responsibility (CSR) activities, translating to better financial performance (Khediri, 2021; Lee et al., 2018). CSR plays a fundamental role, and has encompassed an increasingly broader panorama and scope (Morejón & Lorenzo, 2020).

Prediction from the classic theoretical argument of Friedman (2007) shows a negative relationship between CSR and financial performance due to the costs implications associated with CSR-related activities. Stakeholder theory, on the contrast as proposed by Freeman (Gholami et al., 2022) suggests a positive relationship between CSR performance, stakeholder relationships, available and existing market opportunities or shares (Aouadi & Marsat, 2018) and reduced transaction costs (Jones, 1995).

Previous studies led to conflicting findings regarding CSR performance and financial performance (Brooks & Oikonomou, 2018; Khan, 2022; Zhou et al, 2022).

Friedman (2007) views CSR performance as an agency issue whereby managers misallocate corporate resources to CSR-related activities that damage a firm's competitive advantages.

Freeman (1984), outlined that stakeholder theory posits that a firm becomes more financially, the better it manages its relationship with different stakeholders with vested interest and stake or claim in the firm.

Based on the instrumental stakeholder theory proposed by Jones (1995), a firm is a nexus of contracts that can improve its competitive advantage by reducing contracting costs (Jensen, & Meckling, 1976).

This results from building and establishing trust among stakeholders (Jensen, & Meckling, 1976; Berman et al., 1999).

Firm engagement in CSR-related activities is a fundamental mechanism for establishing and improving stakeholder relationships. Gavana et al. (2022) present empirical evidence indicating a noteworthy moderating effect of ESG performance on earnings management and improving corporate-disclosure behaviour.

Jones (1995) notes that certain types of CSR performance manifest the firm's efforts to establish trust and cooperative stakeholder association, leading to positive impact on firm's financial performance. A firm with solid CSR performance might be attractive enough and have easier access to desirable employees (Greening & Turban, 2000).

According to Crane et al. (2008), "corporate social responsibility should be conceptualized as a strategic investment tool, means and device in deriving and sustaining the corporate reputation." This indicates that direct and indirect execution of CSR of a company are viewed from a resource-based view (RBV) lens and perspective when these types of leads, executions and exercises culminate to advantages for the firms.

The manageable upper hand can be collected from these immaterial resources on the basis that they are off chance, uncommon, important, and supreme (Shin and Thai, 2015). RBV fills in as a

valuable tool and apparatus in comprehending and understanding or discerning why firms, participate in socially mindful exercises (Branco & Rodrigues, 2006).

The success of companies depends on the implementation of corporate social responsibility (CSR) activities and practices fused in their business models, which guarantee better and enhanced financial performance (Khediri, 2021; Lee et al., 2018). CSR plays a fundamental role, and has evolved and encompassed an increasingly broader panorama and dimensions (Morejón & Lorenzo, 2020).

Stakeholders must receive relevant, timely and understandable information about their activities from corporate reports for companies to meet their obligations under the ethics of responsibility (Clayton et al., 2015). Most companies recognize legal obligations and commitments to employees, customers, suppliers, managers, and the government. The state should remain involved in business dynamics in terms of CSR (Popkova et al., 2021) and favor its institutionalization in all companies.

Studies confirm divergences between companies (Salvini et al., 2018). In fact, small companies engage more with interested parties compared to medium-sized companies (Ocampo López et al., 2016).

3.1. Theoretical Framework

Investment risks, climate change & strategy:

The significance of strategic steps towards 'CSR to address the situation from present dynamics and emerging trends of events have grown of an increased importance and need.

Research Question(s) and Hypotheses

1. Can organizations enhance their financial performances by engaging 'CSR?
2. Can we establish a connection and relationship between 'CSR activities of corporations and their financial outputs or returns?
3. How can firms gain competitive advantage from a strategic point of view?

3.2. Propositions & Frame work for Hypothesis:

Newburry et al. (2019) define CR as a collective perception of the past activities or existing traditions and beliefs of the firm regarding its future activities and prospects. Also, Gotsi and Wilson (2001) demonstrate that CR is the future marketing direction that will impact the internal and external stockholders of the organization. Jeffrey et al. (2019) supported the fact that CR is a reputation that establish trust and loyalty between consumers and vendors. This brings employee development, and retention.

CR refers to extent of a firm being considered and positioned in great regard for perceptions of its partners (Newburry et al., 2019). It also summarizes all perceptions of the stakeholders towards a firm regarding how it will fulfill and meet or exceed anticipations and all expectations (Rettab and Mellahi, 2019; Hameed et al., 2021). Also, the reputation of a firm is determined and assessed by the indicators of the marketplace regarding its behavior, as understood by stakeholders (Jeffrey et al., 2019).

The environment, and stakeholders. CSR initiatives can include philanthropy, ethical practices, environmental sustainability, and community engagement (McWilliams, A.; Siegel, 2001; Brooks, C.; Oikonomou, 2018).

The equity market has also shown a vested and keen interest in social efforts for improved CSR performance. These endeavours are due to increased need and societal expectations (Jain et al., 2016; Ng, 2020; Gong et al., 2018).

As unveiled, corporate commitment to CSR positively influences the level of sustainable performance of companies (Mallah & Jaaron, 2021). The role played by employees is potentially vital in addressing the new challenges faced and encountered by companies when carrying out initiatives within the framework of corporate sustainability (Revuelta-Taboada et al., 2021).

Employee engagement plays a mediating role in high-performance work systems, which allow the organization to retain and satisfy its employees, and also positively influencing sustainability indicators (Alafeshat & Tanova, 2019). Leaders who advocate for CSR, support and do not resist changes, are able to get the best out of their followers, by increasing intrinsic motivation, psychological empowerment (Khusanova et al., 2019).

The subjective value of CSR strategies shown or expressed from feelings by the employee in readiness and their willingness to overcome possible problems by negotiation and maintain a sustainable long-term employment relationship (Clipa et al., 2019). However, job insecurity is negatively related to health and job satisfaction (Giunchi et al., 2019). The perceived CSR of an organization can lead to a sense of trust among employees leading to the construction of corporate reputation (Yadav et al., 2018). Prosperity at work is a psychological state, occurring when employees experience a sense of vitality (Abid et al., 2018). Despite efforts, potential dark sides have been largely ignored, as expressed in, even though the literature has explored the positive effects of socially responsible management of employees (Shao et al., 2019).

3.3. Formulations & Hypothesis:

3.3.1. Hypotheses:

1. Corporations can achieve optimal utilization of resources by engaging in 'CSR, and embracing as an investment risks against wasteful expenditures, such as seeking legal redress against litigations, activism and motivations against careless activities from climate change events.
2. As an investment risks and the manner being embedded into the 'CSR strategy of an organization, a reputable brand can be built and translate to a brand equity.
3. A sustainable business model can be achieved by adopting 'CSR as a strategic tool from investment risks and a derivative of operational efficiency, effective organizational and financial performances.

One step towards this is by "investment & incorporating climate change risks" into the business model strategy, 'CSR strategy and investments templates as embedded in the framework from Figure 1.

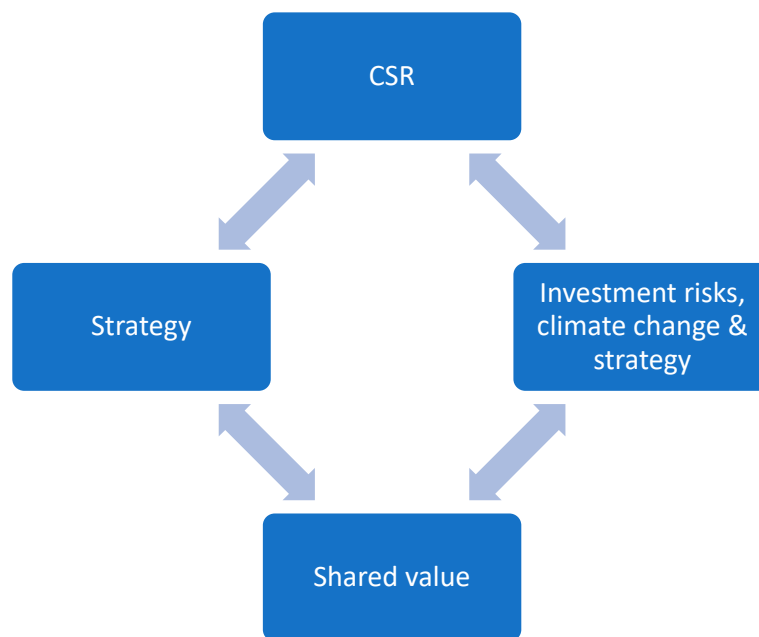


Figure 1. Framework around 'CSR based on strategy from investment risks towards climate change mitigation. 'Source: 'Author's draft from present study, 2024.

4. Data Analysis

4.1. Reliability Test & Validity

The reliability test and validity assessment are carried out by making use of the 'Cronbach; alpha to assess these measures as presented in the following table.

As shown in the table above; from Table 2.1, the 'Cronbach alphas lies between 0.78947 and 0.92308, which far exceeds the threshold, and relatively high, hence justifying reliability of the variables and parameters or measures or assessment.

Table 2.1 b) shows that the "composite reliability (>0.60), Cronbach alpha (>0.70), and AVE (>0.50). Hence, based on the values shown and obtained, each construct falls within the acceptable range, which shows that the tool used for checking the hypothesis is reliable (Chatfield, 2018; Ahmed et al., 2020).

Source: 'Author's draft from recent study, 2023

Table 2.1. (b) 'Cronbach Alpha of the Variables, Composite Reliability (CR) & 'AVE:.

	'Cronbach alpha	'Composite reliability	'AVE	'Factorial loadings '**
Brand awareness	0.78947	0.87200	0.623	0.7893
Images & brand reputation	0.83768	0.84100	0.640	0.790 0.825
CSR. brand & image	0.84906	0.88100	0.79725	0.8928
Image, preferences & brand	0.92308	0.93500	0.78325	0.8850
'investment risks, CSR & brand *	0.88720	0.95600	0.84375	0.9185
'brand preferences & perceptions	0.98640	0.96700	0.8785	0.93728
Investment asks from litigation	0.8225	0.88825	0.8821	0.9250 0.8982 0.9224 0.9224
Operational efficiency	0.9978	0.9988	0.8823	0.8900
Financial stability & performances	0.8978	0.8254	0.7224	0.8490 0.8882
CSR, brand & reputation	0.97820	0.9824	0.8825	0.9801 0.9394
CSR, Image & brand reputation	0.92245	0.92556	0.8254	0.9225 0.9085 0.8908
Consumer preferences & brand image	0.84906	0.8524	0.7234	0.8505
Image & brand communication	0.8225	0.89724	0.75524	0.8690
'Brand, inclinations, media & culture	0.89640	0.938	0.7900	0.8888 0.8824

'Brand, lifestyles, culture & interactions	0.92310	0.94000	0.79225	0.8001 0.825 0.8824
Communication, brand, preferences & culture	0.82502	0.8725	0.79234	0.8901

'Source: 'Author's draft from present study, 2024.

Table 3. 0: Table of Estimates & SEM.

'Parameter or variables	'Indicators	'Estimate	'T value
- perception of consumers and employees from reputation	P1	0.770	4.225
- perception from awareness, communication & message	P2	0.728	5.225
- perception of effectiveness from experiences & activities or engagement	P3	0.625	3.602
	P4	0.725	9.772
- perception of image	P5	0.885	6.825
- perception from association, culture & link or lifestyles			
- investment risks from climate changes \& events	R. 1	0.326	4.880
- investment risks from litigation	R 2	0.424	6.824
- investment risks & incentives	R. 3	0.238	6.200
- investment risks, resources & incentives	R. 4	0.221	2.594
- sustainability and performances	S 1	0.384	9.224
- operational efficiency and performances	S 2	0.644	8.225

- operational efficiency, performances & effectiveness	S 3	0.625	12.829
- enhanced financial performances	S4	0.724	6.24
- future growth and sustainability	S5	0.86	7.24
Brand reputation - investment risks		0.224	12.40
Brand equity - investment risks		0.625	8.25

'Source: 'Author's draft & present study.

Brand reputation - investment risks, and Brand equity - investment risks from 'SEM showed statistical significances at the 5% level of significances. Hence, investment risks when adopted and fused in the business model can raise the reputation and translate to a brand equity, and shared value creation as consumers get to trust the company and organization more, thus they propagate such brands, and enhance the reputation.

4.2. Climate Change, Mitigation, Models, Projections and Litigation

4.2.1. Climate Change: 'Combating Climate Changes, Stabilization & Mitigation Efforts! '*

The focus on atmospheric stabilization is historically driven, rooted and traced to the text of Article 2 of the United Nations Framework Convention on Climate Change (UNFCCC), in which is written:

The ultimate or prime objective of this Convention ... is to achieve ... stabilization of greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic or man-made interference with the climate system and manifestations that could be seen.

(UNFCCC (UN Report, 1992)

Towards this goal and aim or agenda, a considerable body of literature has evolved and emerged to attempt to primarily and fundamentally quantify what could be considered to be a 'dangerous' level of climate change, and second to determine what levels of greenhouse gas stabilization are consistent with in avoiding said climate changes (Schneider, 2005, Smith, 2009, Knutti,2008) and anticipated severities or unforeseen.

The lower the desired stabilization level being sought or anticipated and expected, the sooner global GHG emissions must peak and decline or subside (Fisher et al, 2007). Based on observations, trends and the present state; GHG concentrations are unlikely to stabilize this century or anytime sooner without major key policy changes (Rogner et al., 2007) or instruments ¹and aggressive policy measures by "stakeholders, parties and concerned" entities.

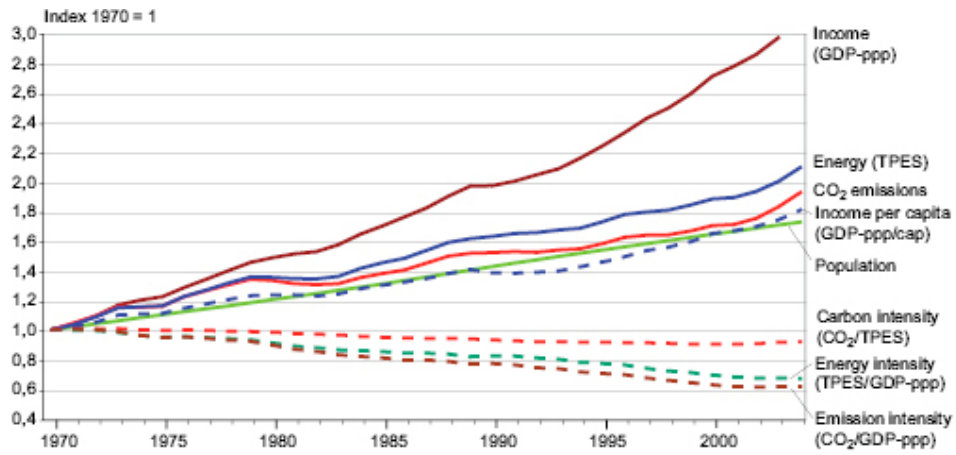
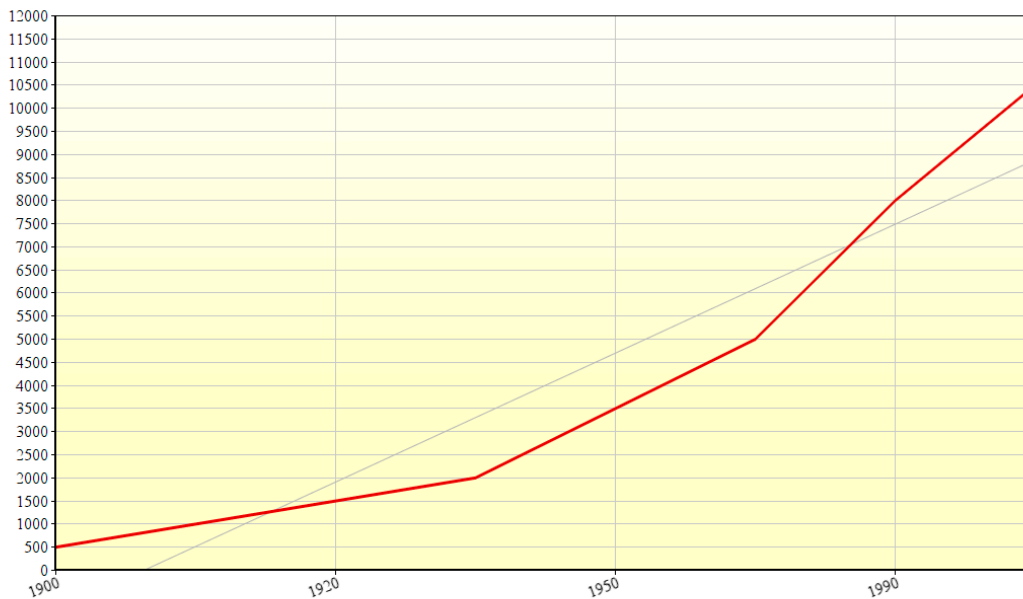


Figure 2. Global Green House Emissions.

Est. Carbon Metric Tonnes (1900-2010)



Source: author's data

Figure 3. Estimate from our Model starting 1900 beyond 2000. 'Source: 'Author's draft & extraction from published study, 2023. Ref & Source Citation: ADEWOLE O.O et al., 2018 from the Literature;

4.3. Qualitative Results on Consumer's Perception: 'Themes & Analysis:

'Responses:

- 'Association with brands that pursue 'CSR 88-93%
- 'CSR & environment: 78-93%
- Optimal use of resources: 78-94%
- 'Climate change, risks, CSR and investments: 88-94%
- Redress ligation & state activism: 78-93%

Themes:

Based on the observation poll, and interview responses from this study and the previous section the following themes are deduced:

Brand engagement: CSR can be adopted as a tool of brand engagement

'ESG: The rating of disclosure from transparency and symmetry can be improved and reflects on the ESG

Resource optimization: Resource optimization be achieved using 'CSR as a tool

Hedge: A hedge or insurance against risks can be generated

Trust: Redressing litigation can result from trust, and in turn lessen activism against the state

'Source: 'Author's draft & present study

A strong correlation exists between the brand, reputation and 'CSR engagements as an alignment exists between the perceptions of 2 groups on activism against the state.

This shows and implies a strong tie and connection if the p -value is high (>0.05) and further elaborated as presented and statistically built and developed subsequently and shown in more details in the appendix section (Tables A1a) & A1b)).

From the 'themes, and specifically, C, the fact of convergence is established between findings of the qualitative and quantitative data. From the results, a 'p – value (>0.05) implies the assumption of the composite relationship existing and connecting the two groups on their perceptions perception shown and demonstrated by the people as analyzed and captured from data in this poll and experimental survey.

Furthermore, in addition to the quantitative data from the poll and experimental survey, the qualitative analysis and data show and indicates there is a strong bearing on the brand and essentially in connection with 'CSR from theme C reflective, and as emerged in Figures 1 & A1 from the (appendix section) (Adewole, 2024). This also enhances the results on the traditional tools of brand communication based on the 3rd component and layer or strata carved around; 'CSR & images captured. In fact, the point of convergence, or triangulation is a key point and crucial fact in mixed methods research approaches as justified.

Limitation(s) or Further Restraint & Experience(s): 'A major restraint or limitation of this research work again is funding and limited funds as this project is presently carried out with personal funds.

Another major difficulty in the acquisition of the primary data is due to some few ignorant individuals who never responded to the survey.

6. Conclusions

From the results, 'p – value (>0.05) implies the assumption of the composite relationship existing and connecting the two groups on their perceptions from investment risks based on resource conservation against state activism and perception on litigation being redressed as shown (appendix section from Table A1.1 b) and demonstrated by the people, comprising organizations and consumers as analyzed based on the data captured in this study from the poll and experimental survey.

Adapting and carving 'CSR models into business, and from a strategic point should emphasize value-based creation that turns products that give maximum satisfaction anticipated by customers or consumers and also environmental friendly as potential tool towards a redress and abating the present situation from realities being met and seen considering the rising prominences and incidences in litigation, jury and pending legal cases.

Abbreviations

CSR:	Corporate social responsibility
'BE:	Brand equity
'BR:	Brand relationship
'CR:	Corporate responsibility or reputation

'ESG:	Environment, society & governance
'EU:	European Union
'UNFCCC:	United Nations Framework Convention on Climate Change
'IPCC:	Intergovernmental Panel on Climate Change
'WOM:	Wood of mouth
CV:	Coefficient of variance or variations
	$z_{cal} > z_{tab}(CV)$
z – tabulated:	tab) and z – calculated: cal)
t-cal:	calculated t-test statistics from formula or expression
t:	critical value from the t-test
μ :	mean or sample mean
μ_0 :	hypothesized or drawn population mean
'AVE:	Average Variance Extracted
S.D:	Standard deviation
SEM:	Structural equation modeling

Appendix A

Appendix A.1.1 Observations and Ratings: 'Based on Likert Ratings (1 – 5)

The ratings from two observation groups are employed based on the 'LKERT ratings and scale:

'N.B:

Group 1: 'perception of corporations on activism and resource conservation

Group 2: 'perceptions of consumers on corporations that shield against ligations

Table A.1 (a): Summary. (b) ANOVA Summary & Statistics.

(a) Summary and Statistics

	N	Mean	Std. dev.,	Std. err
Group 1	50	4.758	0.825	0.1069
Group 2	75	4.895	0.423	0.0724

'Source: 'Author's draft from present study, 2024.

(b): ANOVA Summary & Statistics

'Source	'Df	SS	MS	F	P
Between Groups	1	0.075	0.075	0.6001	0.445
Within Groups	124	3.4995	0.125		
Total	125	3.5745			

p -value: 0.445. F: 0.6001. 'Source: 'Author's draft from present study, 2024

A connecting of the two groups has been developed based on their perceptions as shown as analyzed and captured from data in this poll and experimental survey.

A correlation existing between the two groups presented people shows and implies a strong tie and connection as seen based on the p -value from the above table, as elaborated and presented and statistically, built and developed.

Appendix A 1.2 Extrapolated/Simulation: 'A Simulated/Extrapolated Responses and Illustrations of Consumers Responses based on Perceptions of Organizations– Business Models Attributes from 'CSR & Features from the Research Questions, Interview and Survey

It is extrapolated, projected and assumed from the responses captured from the interviews, survey and questionnaires in arriving at the 'themes from the analyses and codes:

A: I associate with companies, organizations and brands showing care for welfare needs, environmental related courses and societal needs. enjoy working in a diverse environment or workplace: 78-93%

B: Effective & integrated strategic mix from business models based on 'CSR and would enhance sustainable marketing and drive the path to 'climate change mitigation from a socially responsible perspective: 89-99%

C: A 'CSR based business model tied to cultural and lifestyles of the people from brand context would foster effectiveness and efficiency in the operational modules as well as impact on financial performance: 75-85% or over

D: A 'CSR based business model and structure can enhance change transitions from short term to long term goals, drive to sustainability, localized stabilization and 'sustainable domains: 85%

'Consumer Perceptions from Organizational Structure, Business Model & 'CSR driven

Attributes: A simulated/extrapolated responses and illustrations of the research questions with the codes or short phrases and labelled categories; 'A, B, C & D.

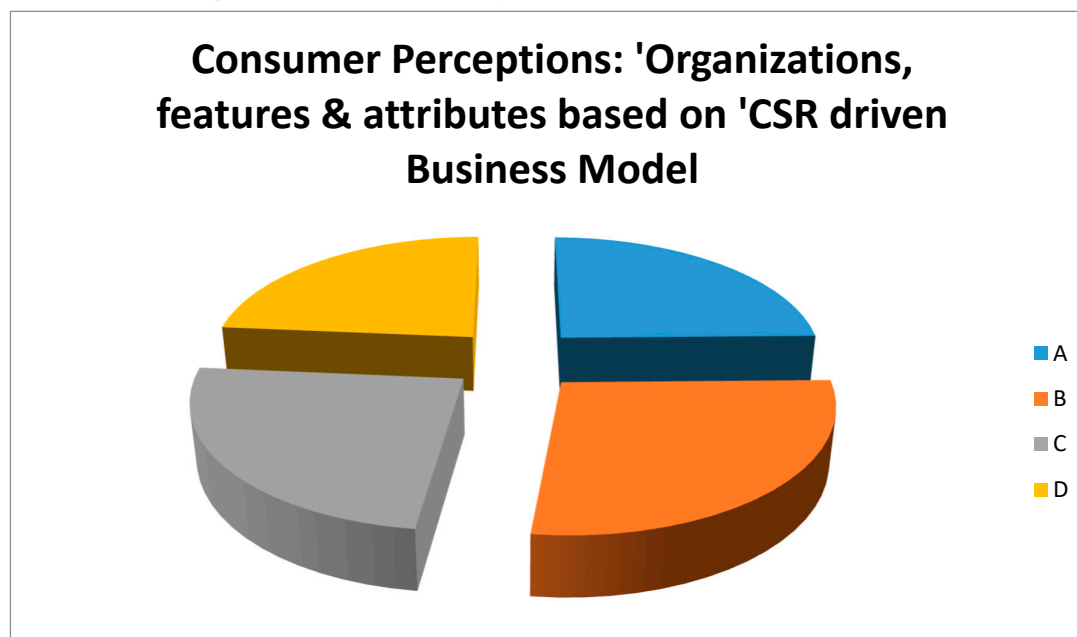


Figure A1. A simulated/extrapolated responses and illustrations of the research questions. Source: Author's Extraction & Analysis, published 2024 '*

From these categories as stated from A, B, C, & D, the following themes emerge as; "brand reputation, brand equity, 'sustainability/investment risks – climate change mitigation, and efficiency, effectiveness & enhanced performances" as presented in Figure A 1. These align with the research findings, research questions as presented and the scope of the investigation and research.

Notes

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