

Program Profile

Program	Program name	Business Sustainability
	Category	A3: Industrial Application (for industry) B3: ESG Trend

Summary of Program

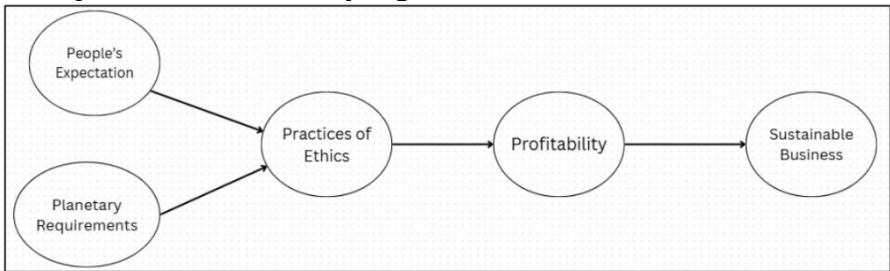
Program Name	Business Sustainability
Category	A3: Industrial Application (for industry) B3: ESG Trend
Abstract of Program	The purpose of this program is to assess the impact of people's expectations and planetary requirements on ethical practices in businesses. Additionally, it will examine the mediating role of ethical practices and profitability in sustainable business. The study is grounded in Institutional Theory, Stakeholder Theory, the Triple Bottom Line (TBL) Framework, and Business Ethics and Sustainability Theory. A quantitative approach will be employed for this cross-sectional study, with data collected through survey questionnaires. Structural Equation Modeling (SEM) will be applied using SmartPLS to test the hypothesized relationships. The study under this program aims to develop a validated model linking people's expectations, planetary requirements, ethical practices, profitability, and sustainable business. Finally, it will provide strategic recommendations for businesses striving for long-term sustainability.

Details of Program

Planning

Objectives	Long-term Goals	It will provide practical insights for managers and policymakers on how to structure strategies that meet stakeholder and planetary expectations while maintaining profitability.
	Short-term Targets	This study will contribute to the growing body of literature on sustainable business by highlighting the pivotal role of ethics as a mediator.
	Rationale	This study contributes to sustainable business literature by emphasizing the mediating role of ethics in aligning profitability with stakeholder and environmental expectations. It offers practical insights for managers and policymakers to design strategies that integrate ethical responsibility into sustainable business practices.
Subject (Leader)	Initiator(s)	Azim, Md.
	Champion(s)	Azim, Md.
	Major team member(s)	Not applicable
Environment	Nature/Society	Environmental protection will be achieved by systematically reducing or completely eliminating the adverse impacts associated with industrial operations.
	Industry/Market	The industry can ensure sustainability by adopting ethical practices that safeguard the environment and uphold the interests of stakeholders.

	Citizen/Government	The government can receive guidance to enact policies that ensure environmental protection and safeguard human rights for all stakeholders.
Resources	Human resources	As a human resource, I have research experience and can complete the task by utilizing my research skills. However, if data collection requires additional personnel, I can employ two or three individuals, depending on the available funding.
	Financial resources	Funding may be required if I employ two or three individuals for data collection. In that case, I can apply for it.
	Technological resources	Since I intend to use Smart PLS software to test the proposed model and ensure holistic sustainability, I hope that this software will be useful and available as a technical resource.
Mechanism	Strategy (Weight/Sequence)	This study will offer practical insights for managers and policymakers to design strategies that integrate ethical responsibility into sustainable business practices.
	Organization	Since the university has a policy to promote impactful action, this study will help fulfill that purpose.
	Culture	The university has a culture, but I believe there is room to create a more supportive environment for such programs, particularly by reducing course loads to allow sufficient time for their implementation.
Doing		
Launch date		1 st July 2025
Responsible organization		Government authorities and industry policymakers can play a significant role in implementing the study's findings to ensure business sustainability.
Program content and process		In this study, I will test the proposed model to ensure business sustainability. If the model is adopted by policymakers, it could contribute to achieving business sustainability. At the initial stage, I will present the study's outcomes, after which a seminar can be organized with stakeholders to facilitate the implementation of the findings in the country's business organizations.
Key highlights of the content/process		This study will assess the impact of people's expectations and planetary requirements on ethical practices in businesses. Additionally, it will examine the mediating role of ethical practices and profitability in sustainable business .
Differences from traditional approaches		Traditionally, business organizations have focused primarily on profitability. However, this trend could shift toward ensuring long-term sustainability, benefiting all stakeholders. The findings of this study may help emphasize and guide industry personnel in adopting sustainability practices.
Progress as of today		I have already developed the questionnaire and hope to start collecting data soon.
Problems in implementation		Sometimes research findings are not given due consideration for implementation by the relevant state authorities. This culture needs to be changed.
Approaches to solve the problems		I believe that several types of seminars could be organized to raise awareness among stakeholders about implementing sustainability practices.
Completion date, if completed		I am considering applying for funding through a PhD program, and if I receive this fellowship, I will be able to complete the study and obtain the findings within three years.
Seeing		

Impacts on students	Since we need to prepare our students to be aware of sustainable practices, the findings of this study could be incorporated into the course material, which would have a meaningful impact on them.
Impacts on professors	As professors, we can gain practical insights by implementing the findings of the study with the help of relevant stakeholders.
Impacts on university administration	Since a university is also a type of institution, the findings could be applied to promote sustainability in the education sector.
Responses from industry/market	The industry will benefit by ensuring sustainability and serving the interests of all stakeholders.
Responses from citizen/government	If I invite the relevant state authorities to attend the seminar and present the study's findings, it could generate a positive response toward implementing them.
Measurable output (revenues)	It is based on sustainability, and the outcome will be the long-term sustainability of the industry.
Measurable input (expenses)	Necessary funding from a PhD program is required to conduct the study and produce scientific findings.
Cost-benefit analysis for effectiveness	Compared to the expense, the benefits will be greater, as it will impact the entire industry by promoting sustainability.
Future Planning	
Where does the project go from here?	State authorities should be committed to implementing the findings and enacting policies to ensure business sustainability.
Addendum	
Exhibits, pictures, diagrams, etc.	Conceptual model of the study is given below:  <pre> graph LR A((People's Expectation)) --> D((Practices of Ethics)) B((Planetary Requirements)) --> D D --> C((Profitability)) C --> E((Sustainable Business)) </pre>
Reports, mimeos, monographs, books, etc.	Not applicable now
Others which may help explain the program (including website links)	Not applicable now