



DIGITAL SUSTAINABILITY: A KNOWLEDGE WELL KNOWN TO THE COMPANIES AND THE INDIVIDUALS OF A COMMUNITY?

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ABSTRACT

The study is focused on Digital Sustainability. Being a new research topic for the researchers, it has yet to be fully studied. Digital Sustainability is a sub group of Sustainability. Hence the literature related to sustainability is firstly required to comprehend the ideology behind Digital Sustainability. It affects various sectors such as environment, economic, social and technological. The economy, society, environment and technology, all are within the encirclement of Digital Technology. This needs awareness, not only by the community but also by the companies. During usage of any a kind of technology related activity one must be able to understand its impact on both sides, the positive as well as the negative. In this 21st century, even the Corporate Social Responsibility (CSR) activities which are performed by the companies need to be sustainable not only physically but also digitally. The companies as well as the community must be aware of the electronic wastages that they have been compiling such as old computer parts, TV, Fridge and various other gadgets. The lesser the technological wastages, the lesser impact it would have on the economy, environment, society and technology. The environment needs to be taken care of as studies have found that AI used by the companies have led to change of climate in some regions. The economy needs constant refurbishing and growth. Digital Sustainability helps economic growth via reuse of the resources and share them equally. The society and technology are inseparable now and Digital Sustainability has become of utmost importance.

Keywords: Digital Sustainability, Community, CSR

1. INTRODUCTION

Digital Sustainability is a new term in terms of the sustainability and sustainability is the core concept of CSR activities of companies. It relates to the generation and operations carried out by the companies in order to bring economic, environment and community related. Digital sustainability. The communities are becoming more and more infatuated with technology and are getting more and more dependent in all aspects of life. It includes both social or work related. Hence, the companies have finally come to the realisation that it is one the top priorities to enact and act accordingly.

Although the term, 'DIGITAL SUSTAINABILITY' is new for the community they still follow the organizations are bound to keep it within the United Nations Sustainable Development Goals. These goals have been aforementioned by the UNSDG which also implies to Digital Sustainability. These goals have been written down below:

- Goal 3. Ensure healthy lives and promote well-being for all at all ages.
- Goal 4. Quality Education.
- Goal 7. Ensure access to affordable, reliable, sustainable and modern energy.
- Goal 8. Promote inclusive and sustainable economic growth, employment and decent Work for all.
- Goal 10. Reduce inequality within and among countries.
- Goal 11. Make cities inclusive, safe, resilient and sustainable.
- Goal 12. Ensure sustainable consumption and production patterns.
- Goal 13. Take urgent action to combat climate change and its impacts.

1.1. OBJECTIVES OF THE STUDY

To study the degree of awareness of the community regarding Digital Sustainability.

To learn the basic impacts on various sectors which are under the influence of CSR by digital Sustainability.

To find methods to ensure a promising Digital Sustainability.

1.2. IMPORTANCE OF THE STUDY

All the members of the society are infatuated by the modern technology. They are utilising it for their daily purposes whether social or work related. This study will find the genuine effects of the modern technology which has helped the communities to overcome the nature of their approach towards sustainable development of the overall community. This study will bring a fresh insight to into the awareness among the individuals and the promotion and impact on the various sectors regarding digital sustainability.

1.3. STATEMENT OF THE PROBLEM

There is a high amount of delusion among the communities that the issue of sustainability is limited to only development through analogy. The current time is right to awaken the awareness of Digital Sustainability among people and let them reap the benefits from it.

1.4. RESEARCH GAP

The former studies have been shown to be more organization oriented. The communities are not wholeheartedly taken under the studies. They do not take in the factors that show that how digital sustainability has helped the community in a layman's view point. This has led to the knowledge being less or non-existent among the individuals. This study will try to fill this gap as much as possible within the time period.

1.5. SCOPE OF THE STUDY

The study has future possibilities as the subject of sustainability has been evolving since its inception. It has always been changing with different circumstances. The expectations and view point of the society has become more and more complex. Digital Sustainability will further keep evolving and henceforth the concept will always remain as a subject for further growth of the study.

2. LITERATURE REVIEW

The Review of Literature has been done through the help of various books and journals on Corporate Social Responsibility which has helped in identifying the need for the study and formulating objectives according to it.

McWilliams A, Siegel D. (2001) in their paper, "Corporate social responsibility: A theory of the firm perspective" were of the view that CSR is the responsibility of the firm for engaging in societal activities which goes beyond the laws and interests of the firm.

Khoury G, Rostami J, Turnbull JP. (2008) in their paper, "Corporate Social Responsibility: Turning Words into Action" stated that CSR establishes a relationship between a company and all of its stakeholders including customers, employees, communities, investors, government, suppliers and competitors. According to them, the major social responsibilities of corporations consist of community service, the improvement of relationship with employees, job creation, environmental protection and financial returns.

Wen SB, Fang Y. (2008) in their paper, "Empirical study on the relationship between corporate social responsibility and financial performance--analysis on panel data from stakeholder perspective" carried out a study on the relationship between CSR and financial performance of companies based on the data collected from 46 publicly listed companies in China from 2003 to 2007. They measured CSR as per the capital varieties which included responsibilities towards stakeholders of financial capital, human resources capital, social capital and ecological capital.

Xie PH, Zhou ZC. (2009) in their paper, "Empirical study on the relationship between corporate social responsibility and consumer purchase intention in China" researched on the impact of CSR on consumer purchase intention. They used five dimensions to measure CSR: the protection of consumer rights and interests, involvement in philanthropy and charitable donation, environment protection, and concern for employee interests.

Dahlsrud A. (2008) in his paper, "How corporate social responsibility is defined: an analysis of 37 definitions" conducts extensive analysis on 37 definitions of CSR from 1980 to 2003, and groups the definitions on CSR into five dimensions which included: the environmental dimension, the social dimension, the economic dimension, the stakeholder dimension and the voluntariness dimension. Here, the definitions on CSR have been categorized into two outlooks based on previous studies: the stakeholder outlook and the social outlook.

Brown TJ, Dacin PA. (1997) in their paper, "The company and the product: corporate associations and consumer product responses" studied two types of corporate associations, one is corporate ability associations and the other being CSR associations. They show that different corporate associations reflect different strategic positioning, and a growing number of firms begin to focus their attention on strategies that can display CSR, such as the efforts made by a firm towards environment protection, employee diversity enhancement and engagement in the community and sponsoring of cultural activities. The results from their research point out that CSR association can indirectly affect consumers' product evaluation through their assessment of the firm.

Bag Sudin, Omrane Amina (2020) in their paper, "Corporate Social Responsibility and its Overall Effects on Financial Performance: Empirical Evidence from Indian Companies" have found that in order to achieve better financial performance and social impact, the integration of CSR practices in the long-term business strategy of a company is essential.

Jin Young Shn, Moosup Jung, Kyung-il Khoe, Myung-Su Chae in their paper entitled, "Effects of government involvement in corporate social responsibility: An analysis of the Indian Companies Act, 2013." Have found that making CSR mandatory has not had any negative impact on the business operations of the companies since, they had already been performing CSR before it was legally mandatory.

Kale C.S. (2008), in his thesis entitled, "A study of corporate practices- strategies, corporate governance and social responsibility in selected organizations in India" performed research on CSR activities undertaken by the industries in Manufacturing Sector and Tertiary Sector. Some Companies even perform CSR related activities with the help of Non-Governmental Organisations.

Kumbhar S.A. (2014), in his thesis entitled, "Corporate social responsibility as a sustainable measure by large enterprise" mainly focuses on environmental protection, work culture, and employee protection as a part of CSR policy in Pune an area of Maharashtra state of India. It has been found that CSR plays a vital role in an organisation for operations management.

Kwatra Pratigya, in her thesis entitled, "An Assessment of Corporate Social Performance of Indian Multinational Manufacturing Companies" has used process approach and input-output approach to know the corporate social performance of the Indian manufacturing companies and found that Corporate Social Perception of the employees is lower in comparison to the Corporate Social Perception of the CSR.

Pandya Prashant (2019), in his thesis entitled, "A Comparative Study of Corporate Social Responsibility of selected public sector banks and private sector banks with special reference to Gujarat State" has found that both public and private sector banks follow the standard CSR norms and provide support to MSMEs, agriculture, education and encourage social community welfare in Gujarat.

Lawande Naval Ulhas (2013), in his thesis entitled, "A Study of Corporate Social Responsibility and its influence on employee commitment in organisations" states that the key to a sustainable success is to engage the employees and factors such as economic responsibility and legal responsibility have a great influence on the employees of the organisation.

Bora P.P. (2020), in his thesis entitled, "Corporate Social Responsibility of Tea Industry in Assam with special reference to Lakhimpur District" states that welfare activities in Assam Tea Industry have been prevailing before the advent of CSR was made mandatory by State Authorities and Sole Proprietorship Tea Firms face greater difficulty to implement CSR initiatives in comparison to Partnership Tea Firms.

Dutta Pranjal Pratim (2008), in his thesis entitled, "Corporate Social Responsibility in oil sector a study on selected entities in Assam" states that that stakeholders of the selected OIL entities for the study have begun to take into account the CSR performance of these OIL entities.

Pan & Zhang (2021), in their paper entitled, "Digital Sustainability, Climate Change, and Information Systems Solutions" has come to the conclusion that Digital Sustainability has led to climate changes in regions which has affected multiple communities in not only Australia but also all over the world. Thus, the companies should include Digital Sustainability within their CSR projects in order to bring awareness and lead people to understand it.

Verdecchia, Sallou & Cruz (2023), through their paper, "A Systematic Review of Green AI" has established that the increase in the use of AI by the industries has become a common practice which has led to the believe that it has led to environmental sustainability at a risk. The subject better known as GREEN AI has become a new and hot topic among researchers in order to study the effects of Digital Sustainability in the field of CSR.

3. RESEACH METHODOLOGY

A survey has been conducted within the community and the CSR activities of 4 companies has been taken under consideration for the study to be conducted. These 4 companies are namely Oil India Limited, Indian Oil Corporation Limited, Bharat Petroleum Limited and lastly Oil and Natural Gas Limited. Each of their annual reports and annual CSR activities report has been taken under consideration. They have been thoroughly gone through for their activities relating to Digital Sustainability. And the community has been generally taken under watchlist to notice their knowledge regarding Digital Sustainability.

4. FINDINGS AND RECOMMENDATIONS

4.1. FINDINGS:

OBJECTIVE 1:

- Modern Technology usage is constant among the individuals of the community and they are most likely less knowledgeable about anything related to Digital Sustainability.
- The people are unaware of the amount of e-waste they are piling up every day. The e-waste includes everything from computer parts, old mobiles, etc.

OBJECTIVE 2:

- It has been found that Digital Sustainability is inevitable in almost all sectors of the economy which includes environment, economic, social and technological.
- These sectors require technology in all aspects and rely heavily on everyday work.

OBJECTIVE 3:

- There are methods through which Dital Sustainability can be improved like bring in awareness among the companies while planning and implementation of CSR projects and even reducing e-waste within company.

4.2. RCOMMENDATIONS:

The people need to be made aware of the concept of Digital Sustainability. They are knowledgeable about sustainability to some extent but they don't know the further extension of it known as Digital Sustainability.

Both the companies as well as the members of the society need to be concerned about the e-waste that they generate. The companies should contribute more and more towards Digital Sustainability awareness both among its employees as well as the community.

The companies should be aware in their use of AI. It is affecting the environment from sustaining itself from degradation.

CONFLICT OF INTERESTS

None.

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