

IMPACT OF CORPORATE ENVIRONMENTAL RESPONSIBILITY ON BUSINESS COMPETITIVENESS AND SUSTAINABILITY

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Abstract: This paper investigates the growing importance of environmental responsibility, focusing on the sustainability efforts of major corporations such as Google and Apple. The research explores how these companies address global environmental challenges through innovative strategies, such as carbon emissions reduction and circular economy practices. The report highlights increasing public awareness of ecological issues by analysing Google Trends data for the USA, Canada, and Germany. This study identifies these companies' key actions to minimise their environmental footprints through a detailed review of Apple's and Google's sustainability strategies. Apple's focus on recycled materials, trade-in technology, and reducing plastic use in packaging demonstrates its commitment to a circular economy. Meanwhile, Google's ambition to achieve a fully decarbonised supply chain by 2030 exemplifies its efforts to minimise carbon emissions, positioning itself as a leader in corporate sustainability. The findings suggest that these corporate initiatives are aligned with global trends toward increased environmental responsibility. The paper discusses the potential for other companies to adopt similar sustainability practices and the challenges in scaling these strategies across different sectors and regions. By offering insights into the practical significance of corporate sustainability initiatives, this report provides valuable recommendations for businesses seeking to integrate environmental responsibility into their operations. The study contributes to the growing body of knowledge on sustainability in the corporate sector, emphasising the need for continued innovation and collaboration to address climate change. It is essential to provide educational initiatives, raise the awareness of employees and customers about environmental responsibility, and organise training and campaigns to promote an ecological lifestyle. These strategies allow companies to reduce their environmental impact and increase their competitiveness in the market, responding to the growing demand for environmentally responsible products and services.

Keywords: environmental responsibility, environmental awareness, corporate sustainability initiatives, sustainable business practices.

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1. Introduction

In today's world, society and governments increasingly focus on environmental sustainability. Companies that ignore environmental standards risk losing the trust of consumers, investors and partners. At the same time, implementing environmental initiatives allows enterprises to gain competitive advantages through increased customer loyalty, reduced costs due to energy efficiency and access to "green" financing.

In light of climate change, reduction of natural resources, and strengthening of environmental regulation, corporate environmental responsibility has become an ethical issue and a tool for business survival and adaptation to new conditions. Investors increasingly prefer companies that demonstrate high environmental responsibility, which contributes to the growth of the capital of such enterprises. The contribution of business to solving environmental problems is the foundation for achieving the UN's Sustainable Development Goals (SDGs), which ensures a balance between economic, environmental and social interests.

Research on the impact of corporate environmental responsibility (CER) on business competitiveness and sustainability is important because it helps to understand how environmental initiatives can become a strategic advantage for companies. Corporate environmental responsibility contributes to increasing the loyalty of customers and partners, which is especially important in the growing environmental expectations of consumers. Studying this impact allows us to estimate the economic benefits of reducing energy costs and waste. Analysing the effects of CER also helps businesses adapt to regulatory requirements and minimise risks associated with climate change (Tung & Vigneron, 2023). Ultimately, this study highlights how integrating environmental responsibility contributes to companies' long-term sustainable development and competitiveness.

The environmental responsibility has become a critical topic, influencing every facet of personal, corporate, and governmental decision-making. With the mounting effects of climate change, resource depletion, and pollution, embracing sustainability is no longer optional — it is imperative. This urgency aligns closely with the Sustainable Development Goals outlined by the United Nations, which emphasize the need to address environmental challenges while ensuring economic growth and social equity. Goals such as responsible consumption and production (SDG 12) and climate action (SDG 13) highlight the shared responsibility of individuals, businesses, and societies in creating a sustainable future. Corporate Social Responsibility (CSR) is pivotal in advancing these goals. Companies are recognizing their duty to not only generate profits but also to operate in ways that minimize environmental harm. By adopting sustainable practices, businesses can reduce their ecological footprint and contribute to a healthier planet. Additionally, the rise of the green brand demonstrates a shift in consumer preferences toward eco-friendly products and services. Brands that incorporate sustainability into their core values meet market demands and position themselves as leaders in a rapidly evolving economy. These elements collectively underscore the relevance of environmental responsibility as a cornerstone for long-term resilience and growth. The study aims to analyse the impact of corporate environmental responsibility on competitiveness and sustainable business development, focusing on the strategies of innovative companies in reducing carbon emissions, implementing a circular economy and environmentally responsible practices.

2. Literature Review

Environmental responsibility has emerged as a crucial aspect of global sustainability efforts, encompassing corporate, governmental, and individual initiatives aimed at mitigating environmental harm. The articles under review offer varied perspectives on this multifaceted concept, analyzing its implications for corporate strategy, innovation, and economic performance. The scientist Benedict Sheehy (Sheehy, 2023) explores how environmental regulations shape corporate environmental responsibility (CER) and promote green technology innovation, particularly in manufacturing industries. The authors argue that regulations compel companies to adopt sustainable practices by disclosing environmental information, managing resources more responsibly, and integrating green technologies. This compliance ensures adherence to legal standards and enhances the long-term economic benefits of firms by fostering innovation and improving operational efficiency. The study emphasizes the role of environmental responsibility as a mediator between regulatory pressures and corporate innovation, suggesting that a proactive approach to CER can significantly improve corporate competitiveness and environmental outcomes. The analyzed article (Al-Kahtani et al., 2024) examines the relationship between environmental responsibility and financial performance, specifically within heavily polluting industries in China. Using comprehensive datasets from 2015 to 2019, the authors demonstrate that corporate governance, especially through audit committees, is pivotal in enhancing both environmental and financial performance. The findings suggest that firms with robust environmental practices achieve better financial outcomes, partly due to improved stakeholder trust and reduced risks. Additionally, the study highlights the effectiveness of integrating environmental performance metrics into corporate governance structures to ensure sustainable operations.

An article delves into the Nigerian context (Ngwakwe, 2009), analysing the interplay between environmental responsibility and firm performance. The findings reveal that adopting environmentally responsible practices contributes to enhanced organisational performance, albeit within the challenges of limited regulatory enforcement and resource constraints. This study underscores the potential for

environmental responsibility to act as a driver of innovation and competitiveness in emerging economies, where proactive measures can also attract international investments and partnerships.

Finally, the fourth article (Sharpe et al., 2022) investigates the global dynamics of environmental responsibility through the lens of green innovation. The authors discuss how enterprises can transform regulatory pressures into strategic opportunities, emphasising that investments in green R&D and sustainable practices align with environmental goals and improve market positioning. The study (Wu et al., 2024) provides evidence that firms integrating environmental responsibility into their core strategies often achieve a balance between regulatory compliance, economic growth, and social value creation.

Across these studies, a consistent theme emerges: environmental responsibility is no longer a peripheral concern but a central pillar of modern business strategy and governance. It fosters innovation, strengthens regulatory compliance, and contributes to long-term economic and environmental sustainability. Together, these articles underscore the transformative potential of integrating environmental stewardship into corporate practices, advocating for policies and governance frameworks that prioritise sustainability.

4. Results.

Analysis of "Environmental Responsibility" Trends Across the USA, Canada, and Germany

In this analysis, Google Trends data on "environmental responsibility" provides insight into the variations in public interest across the USA, Canada, and Germany. By examining peaks, valleys, and average interest levels, along with prominently associated terms, we can assess each country's engagement with environmental responsibility.

With the help of Google Trends, an analysis of search queries in the web environment was carried out using three keywords: environmental responsibility, environmental degradation, and environmental issues (Figure 1, 2).

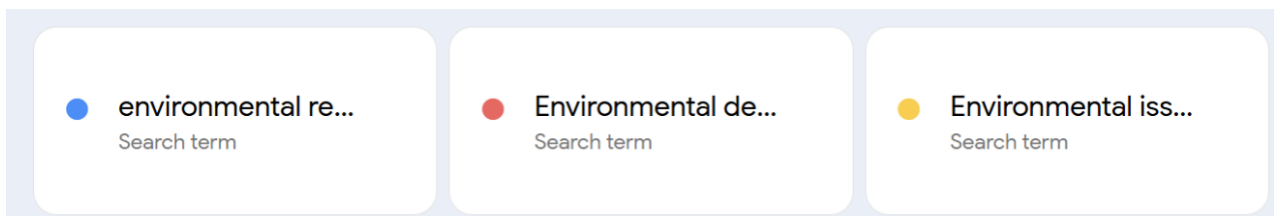


Figure 1. List of selected search requests
Source: built by author based on (Google Trends)

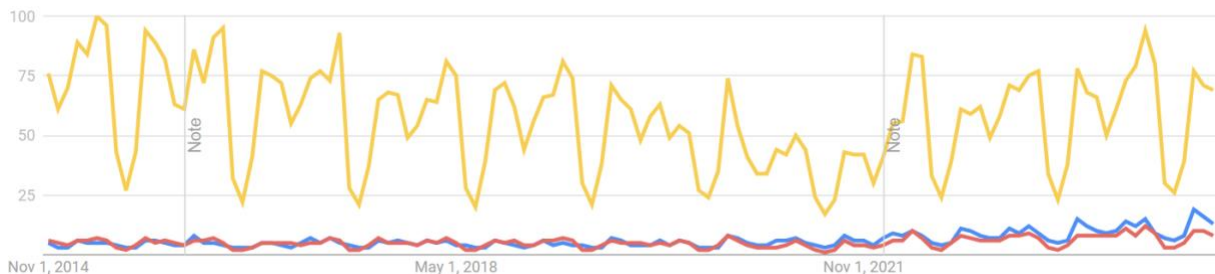


Figure 2. Dynamics of the popularity of selected search queries in the USA
Source: built by author based on (Google Trends)

The graph shows the dynamics of the popularity of selected search queries in the US using Google Trends data. The yellow line shows a significantly higher search frequency than the blue and red lines, which remain stable at a low level from 2014 to 2023. The yellow line has periodic peaks that may be associated with seasonality or periods of heightened interest in a particular topic. The blue and red lines show little change, indicating a stable but low level of interest in the respective topics. Overall, the graph illustrates a significant difference in popularity between the selected queries.

The United States exhibits the most volatile trends for environmental topics among the three countries. Search interest in environmental issues is marked by consistent and pronounced peaks, particularly in November, August, and September. These peaks likely correspond to significant events such as COP climate summits, hurricane seasons, and legislative debates on environmental policies. For instance, spikes during the Trump administration (2017–2019) may reflect heightened public discourse over controversial decisions, such as withdrawing from the Paris Agreement.

Unlike Germany and Canada, the United States has shown a gradual increase in baseline interest in environmental responsibility after 2018. This trend may be attributed to the rise of global climate movements, such as those led by Greta Thunberg, and growing corporate emphasis on sustainability to meet consumer demands. Nevertheless, Environmental Degradation remains the least searched term, with occasional spikes reflecting reactions to localised environmental disasters, such as oil spills or industrial pollution.

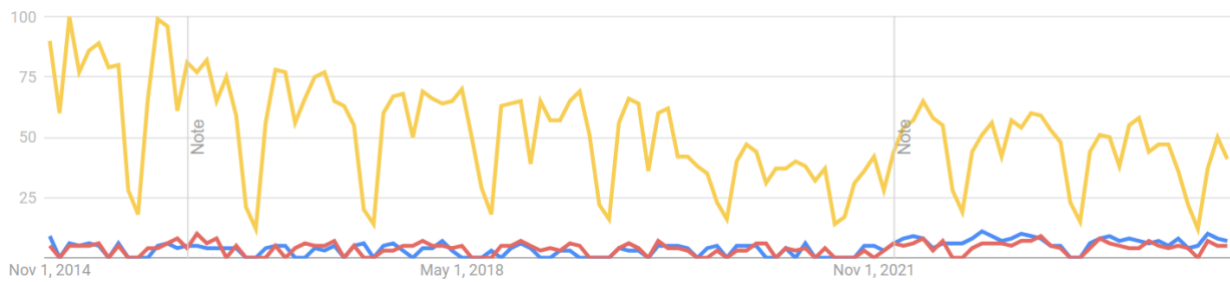


Figure 3. Dynamics of the popularity of selected search queries in Canada
Source: built by author based on (Google Trends)

Canada exhibits similar trends (Figure 3), with Environmental Issues displaying consistent peaks, particularly during the summer and autumn months. These peaks often align with natural disasters, such as wildfires, which are common in Canada and heavily covered by the media. For instance, significant spikes in July 2021 and November 2022 likely reflect public concern over wildfire seasons and global climate conferences. The periodic troughs between peaks suggest a lower baseline interest when environmental issues are not in the public spotlight.

Interest in Environmental Responsibility shows sporadic but modest increases, often in March and April. These trends may be tied to government-led initiatives or awareness campaigns during Earth Day. Notable spikes, such as in June 2019, could reflect policy announcements related to Canada's environmental goals or public engagement in sustainability campaigns. Like Germany, Environmental Degradation sees minimal search activity, with only isolated peaks suggesting localized concerns over pollution or resource extraction.

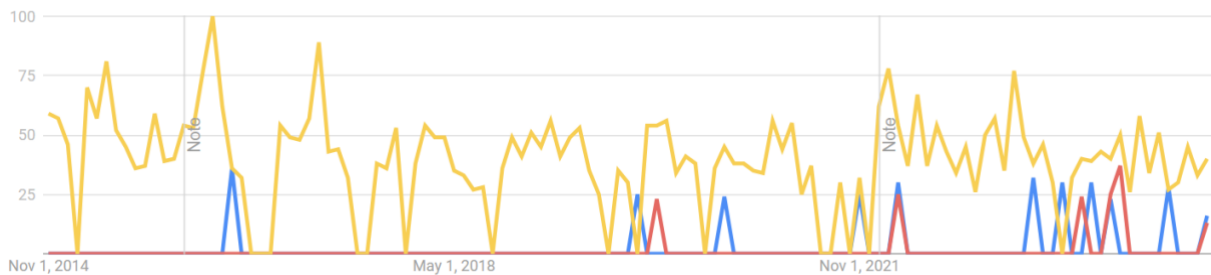


Figure 4. Dynamics of the popularity of selected search queries in Germany
Source: built by author based on (Google Trends)

In Germany (Figure 4), the search trends for Environmental Issues display regular and sharp peaks, particularly around November in multiple years, corresponding with global events like COP climate summits. For example, significant spikes in November 2021 and 2022 coincide with COP26 and COP27, where international discussions on climate policy and environmental challenges likely amplified public interest. Similarly, a notable rise in May 2018 might be attributed to heightened media attention on extreme weather events, such as droughts in Europe, or national policy debates.

Search interest in Environmental Responsibility remains comparatively low, with occasional spikes in April and November. These may correspond to Earth Day celebrations or local campaigns promoting sustainability and green living. Meanwhile, Environmental Degradation sees the least engagement, with only minor fluctuations likely tied to specific incidents, such as deforestation or pollution in Germany or neighboring regions. This suggests that while Germans are attuned to broader environmental challenges, the focus on specific issues like degradation remains limited.

The dominance of Environmental Issues in all three countries underscores the broad appeal and relevance of this term. Its peaks correspond to major global events, such as COP summits, natural disasters, and policy debates, highlighting the reactive nature of public interest. In contrast, Environmental Responsibility and Environmental Degradation are more specialized terms that attract limited attention, often in response to specific events or campaigns.

Cultural and regional differences also emerge from the data. The United States displays the highest overall volatility, reflecting its diverse climate challenges and politically charged environmental debates. Germany's trends suggest a more policy-driven focus, with spikes aligning closely with international events and initiatives. Canada's trends, meanwhile, are closely tied to its natural resource economy and susceptibility to environmental disasters, such as wildfires.

Across all three countries, the term Environmental Issues consistently dominates search interest. This trend is likely due to the broad and general nature of the term, which encompasses a wide array of concerns, from climate change to pollution. In contrast, Environmental Responsibility and Environmental Degradation

garner lower and more sporadic search interest, reflecting narrower focus areas within environmental discourse. The fluctuations in search trends often align with key global events, environmental disasters, and public campaigns, demonstrating the event-driven nature of public interest in environmental topics. This observed fluctuation in public interest provides valuable insights into how companies can strategically align their environmental responsibility efforts with societal concerns. By analyzing how corporations address environmental issues and leverage public interest trends, it becomes evident that successful strategies often involve a combination of proactive initiatives, transparent communication, and innovative approaches.

Companies seeking to reduce carbon emissions, implement a circular economy, and maintain environmentally responsible practices must promote several strategies (Fatma & Haleem, 2020). In particular, solar, wind, or hydropower should be introduced for production and office needs, and dependence on fossil energy sources should be reduced. In addition, security is essential in carbon-neutral operational processes, achieving carbon neutrality by reducing emissions, investing in projects to remove CO₂ from the atmosphere, and optimising logistics and transport to reduce harmful emissions. In turn, the integration of the principles of the circular economy consists of the use of secondary materials in production, developing products that can be easily recycled or reused, and encouraging customer feedback programs such as trade-ins. Using energy-efficient technologies to reduce energy consumption and using smart energy accounting systems to identify inefficiencies should occur through equipment modernisation (Gao et al., 2022; Hillestad et al., 2010). A necessary component is transparency and responsibility, within which companies must openly report on environmental achievements, mainly through ESG reports, implement clear goals and deadlines for achieving ecological indicators, and finance research and development in ecology and energy efficiency.

It is essential to provide educational initiatives, raise the awareness of employees and customers about environmental responsibility, and organise training and campaigns to promote an ecological lifestyle (Lin et al., 2017; Phan et al., 2024). These strategies allow companies to reduce their environmental impact and increase their competitiveness in the market, responding to the growing demand for environmentally responsible products and services (Rady, 2023; Tan et al., 2022).

Companies that lead in environmental responsibility, such as Apple and Google, demonstrate how aligning sustainability goals with global concerns can foster positive consumer engagement while setting benchmarks for industry-wide practices. Their strategies highlight the importance of adopting environmentally responsible policies, integrating sustainable materials, reducing carbon footprints, and educating the public about these efforts. For example, Apple's commitment to using recycled materials in its products not only reflects its corporate values but also aligns with increasing public awareness of resource conservation.

Apple being one of the leaders on the market demonstrates strategies and results in areas like carbon emissions, renewable energy, resource conservation, and waste reduction. The main ambition of this company is to make products without taking from the Earth. The company tries to use more recycled materials in their products each year (Figure 5).

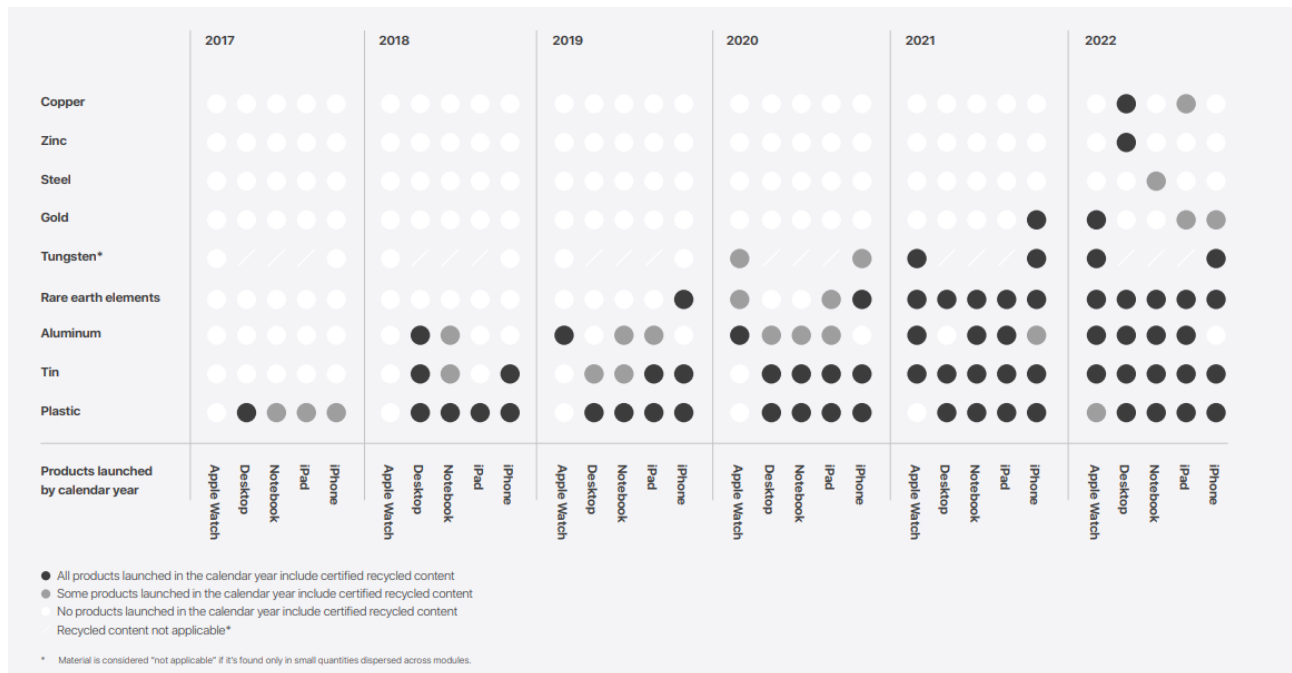


Figure 5. Indicators of using recycled materials
 Source: based on (Environmental Progress Report 2023)

Apple's commitment to sustainability is evident in its progressive use of certified recycled materials across its product range from 2017 to 2022. This shift reflects Apple's dedication to reducing its environmental footprint and fostering a circular economy. Through the integration of recycled copper, zinc, steel, gold, tungsten, rare earth elements, aluminum, tin, and plastic, Apple has not only advanced its production practices but also established itself as a leader in sustainable innovation.

By 2022, all of Apple's products—including iPhones, iPads, Notebooks, Desktops, and the Apple Watch—used certified recycled copper, a critical material in electronics manufacturing. This full adoption demonstrates Apple's strategic prioritization of materials that can be sustainably sourced and reused. Similarly, recycled aluminum has been a cornerstone of Apple's sustainability efforts, with all product lines incorporating it consistently since 2018. Aluminum's recyclability and energy-efficient recovery process have made it one of the most environmentally friendly materials in Apple's portfolio.

Recycled zinc, on the other hand, has seen a more gradual adoption. Introduced into some product lines in 2021 and 2022, its partial implementation highlights Apple's ongoing efforts to explore new avenues for sustainable material use. Likewise, recycled steel began appearing in 2018 and has steadily expanded across all product categories. By 2022, Apple achieved full integration of recycled steel, further minimizing its dependence on virgin materials.

The inclusion of recycled gold is particularly noteworthy due to the ethical and environmental concerns surrounding traditional gold mining. Apple began integrating recycled gold in 2018, and by 2022, this material was used across all product lines. This achievement demonstrates Apple's ability to address the challenges of sourcing precious metals responsibly. Recycled tungsten, another crucial component in electronic devices, followed a similar trajectory. Initially incorporated in 2018, it was fully adopted in all products by 2022, further showcasing Apple's commitment to sustainable innovation.

Rare earth elements, essential for manufacturing advanced electronic components, began appearing in recycled form in Apple products in 2019. Over the next three years, Apple expanded their usage, achieving complete integration by 2022. This accomplishment is particularly significant given the difficulty of sourcing and recycling these materials, underscoring Apple's leadership in sustainable resource management.

Recycled tin has also been a major focus for Apple, with its use beginning in 2018 and achieving full adoption across all product categories by 2021. This progression reflects the company's success in integrating recycled tin into soldering processes, a critical step in electronic assembly. Similarly, recycled plastic first appeared in Apple products in 2019. Over the next two years, Apple expanded its use of recycled plastic, reaching full integration across all product lines by 2021. This marks a significant reduction in the company's reliance on virgin plastic and demonstrates its dedication to addressing global plastic waste challenges.

Apple's journey from 2017 to 2022 showcases a clear evolution toward sustainability. The company has consistently expanded its use of recycled materials, ensuring that each step forward aligns with its broader environmental goals. From pioneering the integration of recycled aluminum to addressing the challenges of rare earth element recycling, Apple has set a new standard for sustainability in the technology industry. This approach not only benefits the environment but also positions Apple as a leader in demonstrating how innovation and responsibility can coexist.

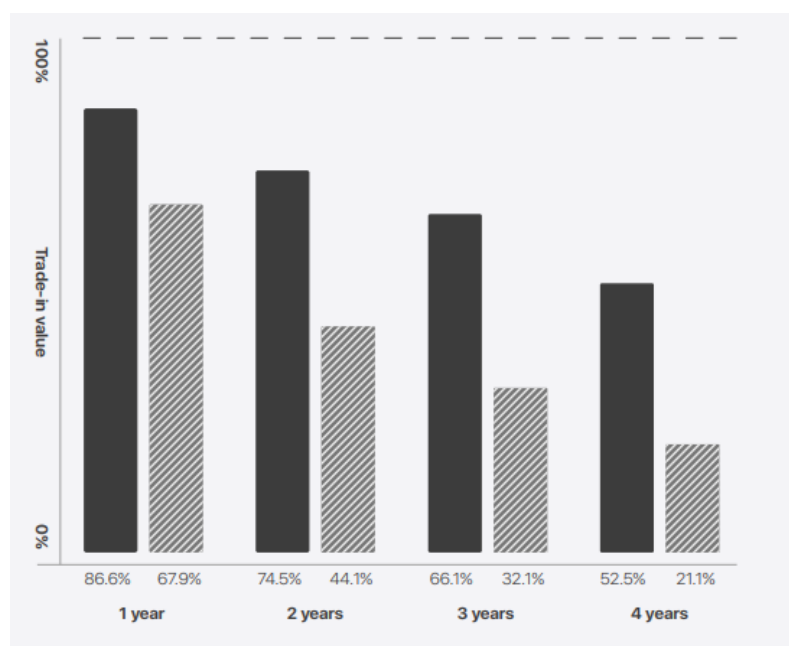


Figure 6. Dynamic of using 'Trade-in' technology
Source: based on (Environmental Progress Report 2019)

Apple has progressively increased its use of recycled materials, with 2022 showing the most comprehensive use of recycled content across almost all materials and product lines. Recycled aluminum has been used consistently in all products from 2018 onward, indicating it as a primary focus in Apple's recycling initiatives. The inclusion of recycled rare earth elements, essential for electronic components, is a significant milestone that started in 2019 and expanded by 2022. The growing inclusion of recycled materials year over year shows Apple's dedication to reducing its environmental impact by reusing resources across its major product lines.

Another great decision of the company is to make trade-in (Figure 6). We can see that Apple has great achievements in this area and increases these indicators on the following graphic.

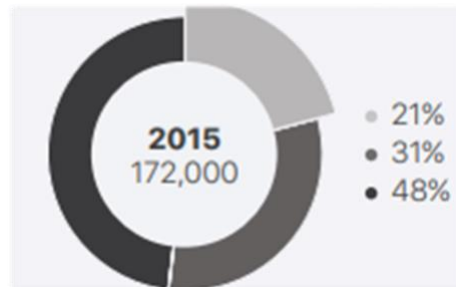


Figure 7. Packaging materials ratio in 2015
Source: based on (Environmental Progress Report 2023)

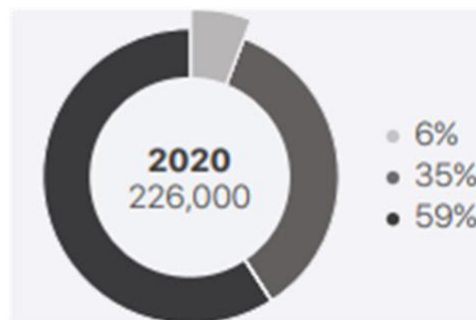


Figure 8. Packaging materials ratio in 2020
Source: based on (Environmental Progress Report 2023)

Apple reduced plastic use from 21% to 6% within 2015 and 2020. It was able to achieve this by replacing the use of plastic with responsibly sourced virgin fiber and recycled fiber (Figure 7, 8).

Similarly, Google's focus on renewable energy and carbon neutrality positions it as a leader in addressing climate-related issues, resonating with the widespread interest in tackling climate change. Google's core approach to sustainability involves driving the transition to a net-zero carbon future, promoting water conservation, fostering a circular economy, and safeguarding nature and biodiversity (Figure 9).

Google has successfully maintained carbon neutrality since 2007 and aims to reach a fully decarbonized supply chain by 2030. Notable achievements include powering its data centers with renewable energy and developing technologies to reduce emissions in areas like transportation and supply chains. Additionally, Google is investing in carbon removal projects and supporting the broader transition to clean energy through innovative solutions and partnerships.

Scope 1 emissions are those that come from directly owned or controlled sources. In Google's case, these emissions are relatively small (1% of the total) and come from things like natural gas boilers and emergency generators.

Scope 2 emissions are indirect emissions from the purchase of electricity, heat or steam. Google gets 24% of its emissions from this category.

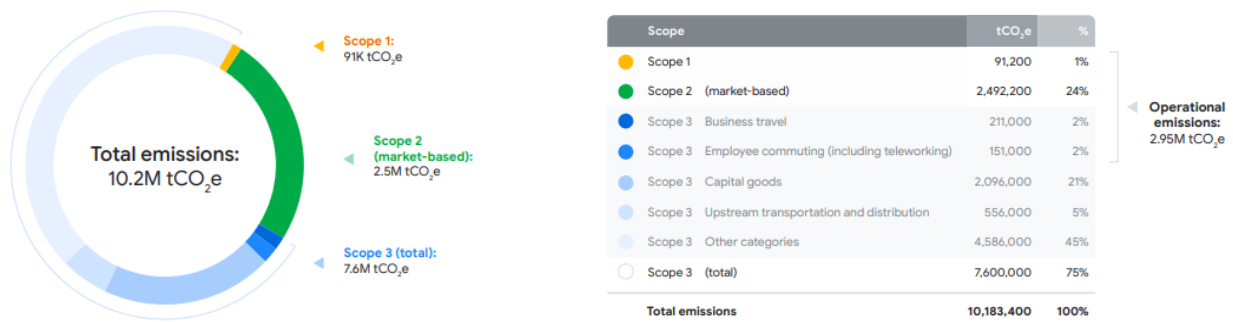


Figure 9. Carbon footprint of Google
Source: based on (Environmental Report Google 2023)

Scopes are the way to categorize greenhouse gas emissions.

Scope 3 emissions are all other indirect emissions. This is the largest category for Google, making up 75% of their total emissions. Scope 3 emissions include things like business travel, employee commuting, the production of goods Google sells, and the transportation and distribution of those goods.

The largest subcategory of Scope 3 emissions for Google is "Other categories," which includes things like the emissions associated with the use of Google products and services. This category makes up 45% of Google's total emissions.

These companies demonstrate that aligning their environmental strategies with key public concerns, as reflected in search trends, can enhance both their corporate image and their impact on sustainability. By analyzing these approaches, we can further explore how businesses can effectively balance profitability and environmental responsibility in a world increasingly shaped by ecological challenges.

5. Conclusions.

The analysis reveals a strong interest in environmental issues among the populations of the USA, Canada, and Germany, highlighting a high level of public awareness. The Google Trends data also shows that the exact phrasing of search queries influences the level of interest, with "Environmental issues" ranking highest among similar topics. This demonstrates that terminology matters in engaging the public on sustainability matters. By examining the sustainability strategies of leading companies like Apple and Google, we see that they are not only aware of but actively addressing environmental concerns. Apple focuses on sustainability through initiatives such as using recycled materials, trade-in technology, and reducing plastic in packaging. These efforts show the company's commitment to minimizing its environmental footprint. On the other hand, Google prioritizes reducing carbon emissions across its operations. With its goal of achieving a fully decarbonized supply chain by 2030, Google is positioning itself as a leader in climate action, especially in energy-intensive sectors like data centers. These cases align with the increasing global interest in environmental responsibility and show that large corporations play a critical role in tackling climate change. The findings suggest that other companies could adopt similar approaches to improve their sustainability efforts. Further research could explore the challenges and opportunities in scaling these strategies to different regions and industries, as well as their long-term impact on global environmental goals.

Leading companies can actively influence the implementation of the circular economy and environmentally responsible practices through the following actions:

- innovations in the production and design of products: creation of products using secondary materials and environmentally friendly components, development of modular and durable products that are easy to repair or recycle;
- implementation of return collection programs: implementation of programs for returning used products for further recycling or recovery (for example, Apple Trade-In or H&M Garment Collection), creation of closed cycles in the supply of raw materials through waste processing;
- optimisation of logistics and resources: use of smart technologies to monitor and reduce consumption of energy, water and materials in supply chains; implementation of low-emission transport solutions (electric cars, joint deliveries);
- support of partnerships and collaborations: cooperation with suppliers who apply circular practices and with organisations that specialise in recycling, creation of cross-industry alliances for the implementation of standardised approaches to sustainable development;
- educational campaigns for consumers: informing about the importance of reuse, recycling and ecological consumption, motivating customers to participate in exchange or waste reduction programs;

- the development of a closed business model: the transition from a sales model to a rental or service model (for example, Philips offers lighting as a service), the introduction of services for the recovery and resale of goods;

- reporting and transparency: openly report on the implementation of circular practices and achievements in the field of environmental responsibility (ESG reports); use certification, such as ISO 14001 or Cradle to Cradle, to confirm the ecological friendliness of activities;

- investing in sustainable technologies: financing developments in the field of recycling, use of secondary materials and alternative energy sources, use of artificial intelligence to optimise resources and reduce waste;

- development of global standards: lobbying for policies at the level of governments that stimulate the implementation of the circular economy,

cooperation with international organisations to create recommendations and standards;

- leadership by example: leading companies such as Google, Tesla, and Unilever demonstrate how circular economic models can contribute to sustainable development and financial benefit.

Their success inspires other companies to implement similar practices.

Such measures help reduce the negative impact on the environment, increase resource use efficiency, and create a new level of responsible consumption and production.

Conflicts of Interest: Authors declare no conflict of interest.

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ВПЛИВ КОРПОРАТИВНОЇ ЕКОЛОГІЧНОЇ ВІДПОВІДАЛЬНОСТІ НА КОНКУРЕНТОСПРОМОЖНІСТЬ ТА СТАЛИЙ РОЗВИТОК БІЗНЕСУ

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У статті досліджується зростаюча важливість відповідальності за навколишнє середовище, зосереджуючись на зусиллях великих корпорацій, таких як Google і Apple, щодо сталого розвитку. Дослідження досліджує, як ці

компанії вирішують глобальні екологічні виклики за допомогою інноваційних стратегій, таких як скорочення викидів вуглецю та практики циклічної економіки. У звіті підкреслюється підвищення обізнаності громадськості щодо екологічних проблем шляхом аналізу даних Google Trends для США, Канади та Німеччини. Завдяки детальному огляду стратегій сталого розвитку Apple і Google це дослідження визначає ключові дії цих компаній, спрямовані на мінімізацію їх впливу на навколишнє середовище. Зосередженість Apple на перероблених матеріалах, технологіях обміну та скороченні використання пластику в упаковці демонструє її прагнення до економіки замкнутого циклу. Тим часом прагнення Google досягти повністю декарбонізованого ланцюжка поставок до 2030 року є прикладом його зусиль щодо мінімізації викидів вуглецю, позиціонуючи себе як лідера в корпоративній стійкості. Отримані дані свідчать про те, що ці корпоративні ініціативи узгоджуються з глобальними тенденціями до підвищення екологічної відповідальності. У документі обговорюється потенціал для інших компаній прийняти подібні практики сталого розвитку та проблеми, пов'язані з масштабуванням цих стратегій у різних секторах і регіонах. Пропонуючи розуміння практичного значення корпоративних ініціатив сталого розвитку, цей звіт містить цінні рекомендації для компаній, які прагнуть інтегрувати екологічну відповідальність у свою діяльність. Дослідження сприяє зростанню обсягу знань про стійкість у корпоративному секторі, наголошуючи на необхідності продовження інновацій та співпраці для вирішення проблеми зміни клімату. Важливо забезпечувати освітні ініціативи, підвищувати обізнаність співробітників і клієнтів про відповідальність за навколишнє середовище, а також організовувати тренінги та кампанії для просування екологічного способу життя. Ці стратегії дозволяють компаніям зменшити вплив на навколишнє середовище та підвищити конкурентоспроможність на ринку, реагуючи на зростаючий попит на екологічно відповідальні продукти та послуги.

Ключові слова: екологічна відповідальність, екологічна свідомість, корпоративні ініціативи зі сталого розвитку, сталі бізнес-практики.