

A Study on Approaches of Corporate Sustainability and Organizational Culture in E - Commerce

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Abstract: *The term "corporate sustainability" has recently gained prominence in organizational theory and practice. Although there is still a lack of clarity regarding what exactly constitutes corporate sustainability and how to best achieve it, numerous academics suggest that the adoption of a sustainability-oriented organizational culture is the path that leads to the implementation of corporate sustainability principles. We examine this suggested connection between an organization's cultural orientation and the pursuit of corporate sustainability principles in greater detail in this paper. In particular, we want to see if organizations can exhibit a unified sustainability-oriented organizational culture, whether they can become more sustainable through culture change, and what exactly constitutes a sustainability-oriented organizational culture. It identifies and outlines possible paths and obstacles for practical management and upcoming research.*

Keywords: corporate, business, approach, culture, organization

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