

# An Investigation into the Strategies Employed for Corporate Sustainability and the Impact of Organizational Culture in the Field of E-Commerce

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**Abstract:** *The concept of "corporate sustainability" has recently become more prominent in the field of organizational theory and practice. Despite the ongoing uncertainty surrounding the definition of corporate sustainability and the most effective means of achieving it, many scholars propose that fostering a culture within organizations that prioritizes sustainability is the key to implementing corporate sustainability principles. In this research, we thoroughly analyze the proposed correlation between an organization's cultural orientation and its commitment to corporate sustainability principles. Specifically, we aim to determine whether organizations can demonstrate a cohesive organizational culture focused on sustainability, if they can enhance their sustainability through cultural transformation, and the precise elements that define a sustainability-oriented organizational culture. The document highlights and delineates potential courses of action and challenges for effective administration and further investigation.*

**Keywords:** corporate, business, approach, culture, organization