

Corporate Social Responsibility, Brand Trust, and Technological Innovation as Drivers of Corporate Sustainability Performance: A Bibliometric Analysis

Lirameira Latifah

1 Department of Digital Business, Faculty of Economics and Business, Surabaya State University, Indonesia.

*Email:

lirameiralatifah.21008@mhs.unesa.ac.id

Abstract. During the last few decades, companies' policies on Corporate Social Responsibility (CSR), brand trust, and technological advancement have grown to be significant determinants of sustainability performance for organizations in all sectors. This study conducts a bibliometric analysis in order to look into how CSR, trust in the brand and technological advancement act in a chain towards improving sustainable business operations. Merging and structuring existing literature, we outline certain mechanisms that companies have in order to improve their sustainable performance, including key areas of disadvantage and limitations of these practices. The dissolution of the analysis emphasizes that active CSR practice and brand trust induce customers' preference while technological change makes the processes of resource exploitation more advanced and environmentally friendly. The study suggests useful strategies for both researchers and practitioners that focus on the outcome of corporate sustainability from the nexus of social responsibility, trust accompanied with innovation.

Keywords: Corporate Social Responsibility (CSR), Brand Trust, Technological Innovation, Corporate Sustainability Performance, Bibliometric Analysis.

Introduction

Organizations in a variety of industries are incorporating brand trust, technology innovation, and corporate social responsibility (CSR) into their operational frameworks as a result of the Sustainable Development Goals' (SDGs) growing importance. These factors have become important indicators of business sustainability performance in recent years, impacting not just organizational procedures but also consumer attitudes and market dynamics. CSR is a crucial part of corporate strategy since stakeholders are demanding more accountability from companies as a result of the increased knowledge of social and environmental issues. These elements are essential for improving company sustainability performance, according to recent research. Since technical innovation (TI) and corporate social responsibility (CSR) are two major factors promoting sustainable development (Yang et al., 2024), the significance of the CSR-TI relationship has been highlighted recently. Many businesses integrate CSR practices into their TI, pledging to promote accountability through technical innovation and endeavors. As a result, they use cutting-edge technological skills for CSR.

There is an increasing amount of study on the relationship between CSR, brand trust, and technological innovation, according to a bibliometric examination of the literature. The results of several studies are combined in this study to show how these factors work together to support sustainable business practices. Notably, the ways that brand trust and CSR affect consumer preferences are crucial; as (Le et al., 2024) point out, active CSR participation can greatly increase customer satisfaction and brand loyalty. Additionally,

technology innovation helps businesses adopt more sustainable practices that appeal to environmentally sensitive customers in addition to facilitating resource efficiency.

Even while these elements are acknowledged to be important, there are still a lot of unanswered questions about how they interact and the precise mechanisms by which they affect corporate sustainability performance. Few studies have examined how these components work together to affect overall sustainability outcomes, for instance, even if many concentrate on specific areas like CSR or technical innovation. By performing a thorough bibliometric analysis that looks at the connections between CSR, brand trust, and technical innovation in the context of corporate sustainability performance, this study seeks to close this gap.

We want to give academics and practitioners useful insights by highlighting important trends, difficulties, and constraints in the existing literature. Our research will not only advance scholarly discussions but also provide useful tactics for companies looking to improve their sustainable performance by skillfully combining social responsibility programs, methods to foster trust, and cutting-edge technologies.

Methods

The study takes a thorough approach by integrating bibliometric analysis and a systematic literature review (SLR) to examine the relationships among brand trust, technological innovation, and corporate social responsibility (CSR) as important factors influencing corporate sustainability performance. A quantitative research technique called bibliometric analysis looks into published literature using statistical methods to find important trends, patterns, and connections within a certain field. By methodically examining earlier studies, the SLR methodology – which is becoming more and more popular as a result of improvements in data mining tools – complements this strategy. This study not only synthesizes existing knowledge but also highlights critical themes, provides a thorough understanding of the current research landscape, and identifies promising directions for future studies in this field by utilizing bibliometric theory and technology such as "Biblioshiny" for science mapping.

Result and Discussion

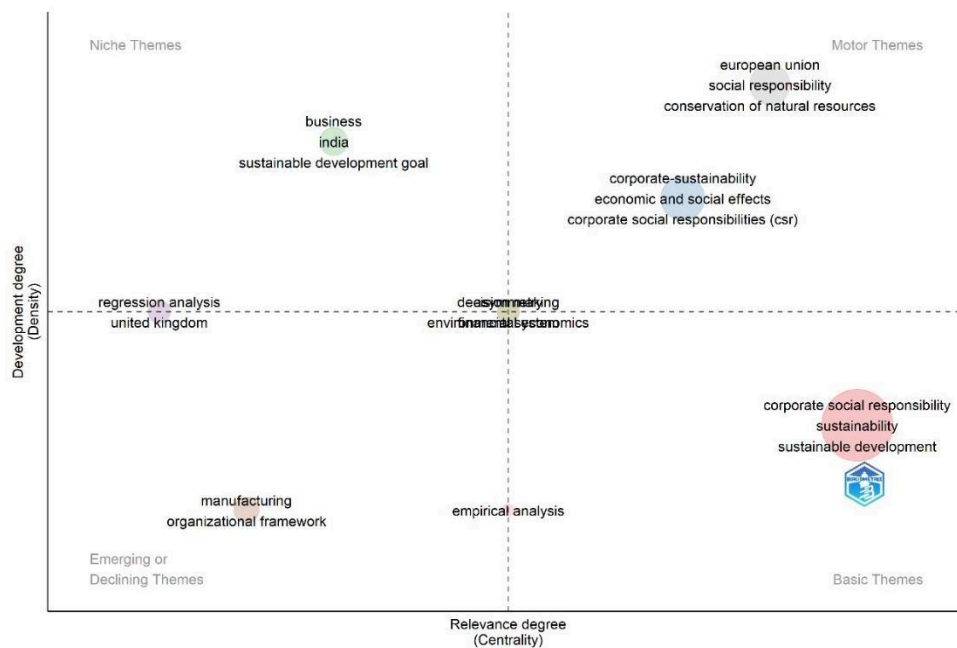


Figure 1 Bibliometric Thematic Map

The bibliometric thematic map from the Biblioshiny analysis illustrates the research landscape surrounding corporate social responsibility (CSR) and sustainability. In the Motor Themes quadrant, key topics include

the European Union, social responsibility, and natural resource conservation, indicating mature areas of research with significant influence. The Niche Themes quadrant highlights focused studies on business, India, and the sustainable development goals, while the Basic Themes quadrant emphasizes fundamental concepts like CSR and sustainability that need further exploration. Lastly, the Emerging or Declining Themes quadrant points to evolving topics such as manufacturing and organizational frameworks, reflecting shifting research interests in corporate sustainability performance.

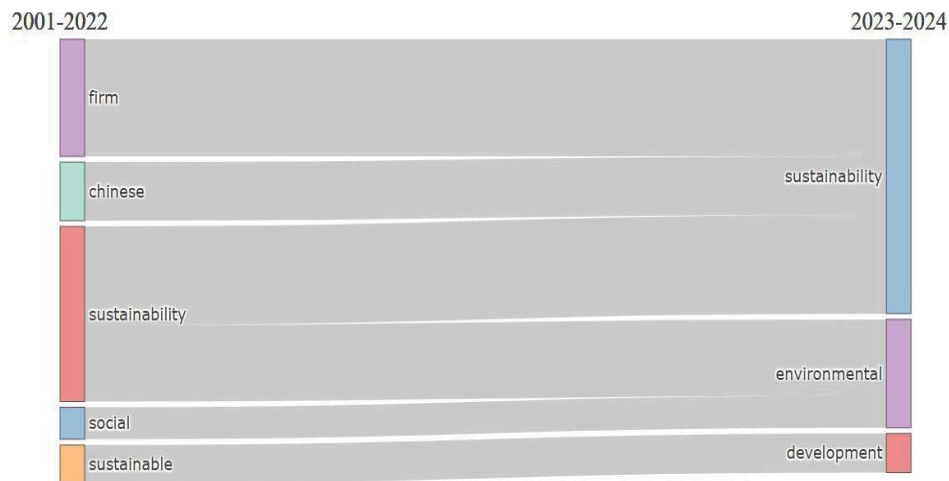


Figure 2 Bibliometric Thematic Evolution

The bibliometric analysis through Biblioshiny reveals distinct research patterns across temporal and thematic dimensions. The thematic map demonstrates four key quadrants that highlight the evolution and current state of research in the field. In the Motor Themes quadrant, European Union initiatives, social responsibility, and conservation of natural resources emerge as dominant themes with high density and centrality, indicating their mature research status and significant impact in the field. Corporate Social Responsibility (CSR) appears as a critical theme across multiple dimensions.

The analysis further reveals significant developments in sustainability-related themes, with corporate sustainability and economic-social effects positioned strongly in the Motor Themes quadrant. The Niche Themes quadrant shows focused research areas including business operations in India and sustainable development goals, suggesting well-developed but potentially isolated research streams. The presence of manufacturing and organizational frameworks in the Emerging/Declining Themes quadrant indicates potential new research directions that could benefit from increased scholarly attention. The temporal analysis (2001-2024) demonstrates an evolution from firm-centric research to a broader sustainability focus, with environmental considerations gaining prominence in recent years. This shift reflects the growing integration of sustainability principles into business practices and corporate governance structures, particularly in the context of secondhand markets and circular economy initiatives.

Conclusion

In conclusion, this study underscores the pivotal role of CSR activities in building brand trust, which is essential for achieving corporate sustainability performance. The findings reveal a complex interplay between these elements influenced by perceived authenticity of CSR efforts, mediating roles of brand image and loyalty, as well as transparency in communication.

Organizations looking to enhance their sustainability outcomes must prioritize genuine engagement in CSR practices while ensuring these initiatives align with consumer values. By fostering a strong brand image

through effective communication of their social responsibility efforts, companies can cultivate loyal customer bases that support sustainable business practices. Ultimately, understanding these dynamics enables businesses to strategically leverage CSR as a tool for enhancing both brand equity and sustainability performance in an increasingly socially conscious marketplace.

References

- Akbari, M., Nazarian, A., Foroudi, P., Seyyed Amiri, N., & Ezatabadipoor, E. (2021). How corporate social responsibility contributes to strengthening brand loyalty, hotel positioning and intention to revisit? *Current Issues in Tourism*, 24(13), 1897–1917. <https://doi.org/10.1080/13683500.2020.1800601>
- Alcaide González, M. Á., De La Poza Plaza, E., & Guadalajara Olmeda, N. (2020). The impact of corporate social responsibility transparency on the financial performance, brand value, and sustainability level of IT companies. *Corporate Social Responsibility and Environmental Management*, 27(2), 642–654. <https://doi.org/10.1002/csr.1829>
- Ameer, R., & Othman, R. (2012). Sustainability practices and corporate financial performance: A study based on the top global corporations. *Journal of Business Ethics*, 108(1), 61–79. <https://doi.org/10.1007/s10551-011-1063-y>
- Balqiah, T. E., Yulianti, E., & Martdianty, F. (2022). Customer attribution toward corporate social responsibility: the importance of social justice in COVID-19 donation. *Social Responsibility Journal*, 18(6), 1172–1187. <https://doi.org/10.1108/SRJ-12-2020-0494>
- Chandra, M., & Andrian, T. (2024). Do Corporate Social Responsibility, Green Culture, and Environmental Uncertainty Enhance Sustainable Performance? Exploring the Role of Social Media Moderation. *International Journal of Sustainable Development and Planning*, 19(10), 3861–3870. <https://doi.org/10.18280/ijmdp.191014>
- Choi, S., & Yoo, J. (2022). The Impact of Technological Innovation and Strategic CSR on Firm Value: Implication for Social Open Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4). <https://doi.org/10.3390/joitmc8040188>
- Dzage, E. J., & Szabados, G. N. (2024). The Relationship of Corporate Social Responsibility with Business Performance—A Bibliometric Literature Review. *Sustainability (Switzerland)*, 16(7). <https://doi.org/10.3390/su16072637>
- Fazlurrahman, H., Ciptomulyono, U., & Irhamah. (2023). How to business environment affect green innovation in small medium enterprises: Systematic literature review. *E3S Web of Conferences*, 450, 1–10. <https://doi.org/10.1051/e3sconf/202345003006>
- Guandalini, I. (2022). Sustainability through digital transformation: A systematic literature review for research guidance. *Journal of Business Research*, 148, 456–471. <https://doi.org/10.1016/j.jbusres.2022.05.003>
- Hąbek, P., & Saeed, F. (2024). Exploring the Relationship between Top Management Team Characteristics and Corporate Social Responsibility: A Literature Review and Bibliometric Analysis. *Sustainability (Switzerland)*, 16(19). <https://doi.org/10.3390/su16198563>
- Hesari, A. E., Shadiardehaei, E., & Shahrabi, B. (2021). The Effect of Corporate Social Responsibility on Brand

- Performance with the Mediating Role of Corporate Reputation, Resource Commitment and Green Creativity. *Tehnicki Glasnik*, 15(1), 84–91. <https://doi.org/10.31803/tg-20200922163131>
- Huo, C., Hameed, J., Zhang, M., Bin Mohd Ali, A. F., & Amri Nik Hashim, N. A. (2022). Modeling the impact of corporate social responsibility on sustainable purchase intentions: insights into brand trust and brand loyalty. *Economic Research-Ekonomska Istrazivanja*, 35(1), 4710–4739. <https://doi.org/10.1080/1331677X.2021.2016465>
- Journal, G. A. (2024). Analisis Corporate Social Responsibility Terhadap Inovasi Green Technology Terhadap Pengendalian Internal Sebagai Variabel Intervening Pendahuluan. 7(2), 274–285. <https://doi.org/10.32662/gaj.v7i2.3707>
- Le, T. T., Le, M. H., Nguyen Thi Tuong, V., Nguyen Thien, P. V., Tran Dac Bao, T., Nguyen Le Phuong, V., & Mavuri, S. (2024). Prestige over profit, corporate social responsibility boosts corporate sustainable performance: mediation roles of brand image and brand loyalty. *Journal of Global Responsibility*, 15(2), 215–244. <https://doi.org/10.1108/JGR-09-2023-0145>
- Lee, S.-H., & Jeong, G.-Y. (2022). The Effect of Corporate Social Responsibility Compatibility and Authenticity on Brand Trust and Corporate Sustainability Management: For Korean Cosmetics Companies. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.895823>
- Rustam, A., & Chengxuan, G. (2023). Does CSR governance matters for corporate value creation: exploring the nexus between corporate sustainability governance and investment efficiency of acquirers in Pakistan. *Environmental Science and Pollution Research*, 30(11), 31768–31790. <https://doi.org/10.1007/s11356-022-24382-x>
- Sorsa, K., & Bona-Sánchez, C. (2024). Corporate Social Responsibility Trends in the Airline Industry: A Bibliometric Analysis. *Sustainability (Switzerland)*, 16(7). <https://doi.org/10.3390/su16072709>
- Yang, H., Shi, X., Bhutto, M. Y., & Ertz, M. (2024). Do corporate social responsibility and technological innovation get along? A systematic review and future research agenda. *Journal of Innovation and Knowledge*, 9(1), 100462. <https://doi.org/10.1016/j.jik.2024.100462>