

# A Systematic Review on Sustainability Using Prisma

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**Abstract**—This paper will conduct a step by step review of the current body of past studies on sustainability and organizational performance published from 2020 to 2025 in order to analyse the most common areas of research, the key factors affecting sustainability and performance, and the gaps in the current literature. A systematic review of the literature using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), was used to identify articles from Google Scholar that contained the key search terms provided above and resulted in 220 records from which 10 peer-reviewed articles were selected based on the criteria provided. Gaps include the lack of a unified framework for measuring sustainability, the lack of a comprehensive understanding of how the various indicators of sustainability relate to organizational performance and the lack of a longitudinal study on sustainability outcomes.

**Keywords**— sustainability, PRISMA

## I. INTRODUCTION TO SUSTAINABILITY

Sustainability has emerged as a central paradigm in contemporary business, policy-making, and academic research due to increasing environmental degradation, social inequality, and economic uncertainty. This has become inevitable for all organizations. India is planning to become sustainable and relating to its policy framework has been carried out. The concept of sustainability has been recommended by WHO and helps to align with sustainable SDG. It broadly refers to the present needs and demands and having the future in mind for leaders make up their own demands and helps the organization to sustain for a longer period of time in markets. In recent years, sustainability has evolved beyond environmental protection to encompass a triple bottom line approach, integrating economic viability, environmental stewardship, and social responsibility.

Organizations across industries are increasingly embedding sustainability into their strategic

frameworks which is useful in build strong customer relationship management. It helps to enhance long-term value creation, stakeholder trust, and competitive advantage. The growing pressure from all stakeholders has accelerated the adoption of sustainable practices and green practices namely such as green technologies, responsible supply chains, ethical governance, and digital transformation. Factors that dominate sustainability are of climate change, globalization, and digitalization and they are closely related to innovation, resilience, and performance, particularly in the context

## II. REVIEW OF LITERATURE (2020–2025)

### 2.1 Sustainability and Organizational Performance

The author discuss on positive relationship between sustainability practices and organizational performance. Eccles, et.al (2014) argue that firms integrating sustainability into core and fundamental strategy that outperform traditional firms in long-term financial and non-financial outcomes. Similarly, Gazi, et.al., (2025) found that Corporate Social Responsibility initiatives significantly enhance environmental sustainability and helps to improve organizational support among customers.

### 2.2 Environmental Sustainability

Environmental sustainability has been widely studied in relation to carbon reduction, renewable energy adoption, and green innovation. According to Yu, Z., & Umar, M. (2021) reported that proactive environmental strategies that helps to follow rules and regulations framed from time to time. Digital transformation and sustainability the major challenges needs to be addressed globally. The article concludes that one sustainability is one of driver of sustainable competitive advantage Ologeanu et.al., (2025).

### 2.3 Social Sustainability

Social sustainability focuses on employee well-being, diversity, inclusion, and community development which is the need of the hour. Author Malik et al. (2020) emphasize that socially responsible practices improve employee engagement and brand reputation. The variable social sustainability is increasingly recognized as an important variable for customer loyalty.

### 2.4 Economic Sustainability

Economic sustainability another variant of sustainability tries to ensure long-term profitability and helps to maintain ethical practices. The article author Najia et.al (2025) indicates that sustainable financial strategies should be framed properly in order to contribute to resilience during economic crises. Firms balancing cost efficiency with sustainability investments demonstrate superior adaptability.

### 2.5 Digitalization and Sustainability

Recent literature highlights the role of digital technologies such as AI, big data, blockchain, and IoT which is categorized as emerging technologies also helps to enable sustainability. Shahbaz and Malik, (2025) confirms that digital transformation enhances transparency, traceability, and resource efficiency, particularly in supply chains and operations.

## III. RESEARCH GAPS

The research gaps for the study are a clear integrated framework need to be provided. Variables that are proven should be identified rather depending on secondary data. Variable pertaining to digitalization should be linked to sustainable outcomes. More longitudinal studies to be undertaken for better insights.

## IV. OBJECTIVES

- To analyse the number of articles written based on sustainability
- To provide suggestions based on the outcome of research.

## V. RESEARCH METHODOLOGY

### 5.1 Research Design

The study adopts a descriptive and explanatory research design using a quantitative approach.

## VI. DATA ANALYSIS

### PRISMA Model for Literature Review

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework was adopted to ensure transparency and rigor in literature selection.

### PRISMA Stages

1. Identification
  - Databases: Google Scholar
  - Keywords: “Sustainability”, “ESG”, “Sustainable Performance”
  - Records identified: 220
2. Screening
  - Removal of duplicates and non-English articles
  - Records screened: 220
3. Eligibility
  - Inclusion criteria:
    - Published between 2020–2025
    - Peer-reviewed journals
    - Empirical and conceptual studies
  - Eligible studies: 15
4. Inclusion
  - Final studies included for review: 10

The PRISMA approach clearly mentions that number of articles within the purview.

## VII. DISCUSSION

The PRISMA Model provides a clear understanding that sustainability practices and green practices in organizations do play a vital role. There are relevant studies pertaining to the area of study. Sustainability is said to be one of the prominent thrust areas for the study. Reviews shows that there has been strong relationship between sustainability and organizational performance.

## VIII. CONCLUSION

Sustainability has become a critical determinant of organizational success in the modern business environment. The study highlights that if organization needs to perform it is important to follow business practices that results and enhances organizational performance. Further Studies

pertaining to Sustainability with different variables can be undertaken in the future.

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