**Corp Soc Responsibility Env - 2023 - Li - The impact of creating shared value strategy on corporate sustainable development.pdf**

**Summary**

This research article examines the impact of Creating Shared Value (CSV) strategies on corporate sustainable development, focusing on their effects on corporate social performance (CSP), corporate environmental performance (CEP), and corporate financial performance (CFP). The study employs various empirical tests, including IV regression, Propensity Score Matching (PSM), placebo tests, and variable substitution tests, all of which confirm a significant positive relationship between CSV and the three performance dimensions. The findings indicate that companies with strong CSV strategies enhance their competitive advantage and triple bottom line performance, which includes social and environmental outcomes. The study contributes to existing literature by offering empirical evidence on CSV’s benefits and highlights the need for businesses to incorporate social and environmental considerations into their core strategies for achieving sustainable development.

**Key Insights**

* The research demonstrates a robust positive correlation between Creating Shared Value (CSV) strategies and corporate performance across social, environmental, and financial dimensions.
* The use of various robustness tests, including IV regression and PSM, confirms that the positive effects of CSV are not due to endogeneity or random chance.
* CSV strategies facilitate the acquisition of technical, market, and human resources, which further enhance corporate performance.
* The study emphasizes the importance of integrating stakeholder needs, aligning corporate strategies with broader societal goals for sustainable development.
* Future research should explore the mechanisms by which CSV influences performance and assess the long-term impacts of CSV implementation.

**Frequently Asked Questions**

**What is Creating Shared Value (CSV)?**

CSV is a business approach that seeks to create economic value in a way that also creates value for society by addressing its needs and challenges.

**How does CSV impact corporate performance?**

The study finds that implementing CSV strategies leads to improvements in social, environmental, and financial performance, thereby enhancing overall corporate sustainability.

**What methods were used to validate the findings in the study?**

The research utilized various methods including IV regression, Propensity Score Matching (PSM), placebo tests, and variable substitution tests to ensure the robustness of the results.

**What are the implications of this research for business managers?**

Managers are encouraged to integrate CSV into their core business strategies, as doing so can lead to improved sustainability and competitive advantage by meeting social and environmental needs.

The article focuses on the concept of Creating Shared Value (CSV) and its integration into corporate strategies to achieve sustainable competitive advantage. The authors conducted a literature review to develop research hypotheses, followed by a detailed research design that included empirical analysis and additional analyses to validate their findings.

The methodology involved collecting data primarily from corporate reports, which may not fully reflect the actual practices of enterprises, and the study was limited to the manufacturing industry, potentially affecting the applicability of results to other sectors.

The analysis revealed that CSV strategies enhance corporate financial performance by fulfilling social and environmental responsibilities, with resource provision being critical for value creation. The authors concluded that CSV strategies can improve competitiveness by capturing resources beneficial to stakeholders and suggested further research to explore CSV's impact across different industries and improve data collection methods.

Future work may involve expanding the research scope beyond manufacturing and refining the index system for CSV strategy evaluation.

* The study examines the impact of Creating Shared Value (CSV) on corporate social performance (CSP) and corporate environmental performance (CEP).
* CSV positively influences CSP (coefficient: 0.793) and CEP (coefficient: 0.076).
* The research highlights the importance of social and environmental responsibilities in enhancing competitiveness.
* It enriches resource-dependence and resource-based theories by establishing a framework for resource flow in CSV strategies.
* The findings suggest that enterprises need to improve their CSV activities to achieve better outcomes.