



DESIGN BUSINESS MODEL WITH EMPHASIS ON SOCIAL AND ENVIRONMENTAL CONSIDERATIONS

(Case study: Qalamchi Scientific and Educational Institute)

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Abstract

The purpose of this study was to design a business model with an emphasis on social and environmental considerations. The Qalamchi Science and Educational Institute is an organization that has been devoted to the development of education. Given the proposed values, the business model was presented in the social and environmental responsibility layers such as that in the new business model, the proposed values in the social responsibility dimension include: new needs, timely delivery, customization, proper design, Dignity of the addressee, cost reduction, risk reduction, availability, breadth, educational justice, special services, acceptable values and in the environmental dimension, including green technology and reduced traffic.

Keywords: Business Model, Social and Environmental Considerations, Qalamchi Institute.

1. INTRODUCTION

The business model is a simple structure of reality. Definition of a business model is often difficult, since different meanings are taken into account in different business areas, the definitions provided by the business model may differ according to the viewers of the definitions. A business model is a structure that provides ideas for the process of creating value by choosing technology choices and packaging them in a specific configuration to represent a targeted target market. But what's important in business models today is paying attention to corporate social responsibility and the environment. Today, environmental management has become one of the most important issues for consumers, governments, industries and competitors, and international and international pressures have required organizations to produce environmentally friendly products and services (Byrne, 2015). The social responsibility of organizations as a guideline for ethical business has also grown in recent years. The scope of this concept and its movement can be obtained from a large number of publications, conferences, and organizations active in the field. Based on the concept of social responsibility, since organizations, like individuals, are part of the community and, like other members of the community, are responsible for the environment around them (Lim, 2012). In addition to improving its economic and social performance, it is essential to promote the standards of social life of community members on their agenda.

2. REVIEW OF LITERATURE

2.1 Business Model

The business model determines how a company can earn revenue and, for this purpose, determines where the company is located in the value chain. Several definitions of business models have been made. Some definitions represent the goals that a business model is pursuing. Others focus on the core components of business models and maybe somehow on the interconnections of these components. (Agpet, 2000) description of a business suite that describes the structure, relationships between structural factors as well as how it responds to the real world. (Timers, 1998) designed of goods, services, and information flows, including a description of various business actors and their roles, describes the potential benefits for various business actors, as well as a description of revenue sources. (Ostervakd *et al*, 2001), describes the value that a company provides to one or more clients. It is a plan by the company and its network of colleagues to create, market, and deliver value and communication capital to create flows that generate positive and profitable earnings. (Vill & Vitsl, 2001), description of the roles and relationships between the customers, customers, allies and suppliers of a company that outlines the main production, information, and financial issues, as well as the main interests of the partners. The business model is the way the organization creates value added and revenue. This model implies that the organization earns money by focusing on what areas of products and services, for which group of customers and how? (Amit, Zatt, Masa, 2011). The business model expresses how the organization generates added value for product production or service delivery (Marketra, 2010). The goals of deploying business models in organizations are to orientate their activities and methods so that they succeed in business and activities such as meeting customers' needs, organizing employees, attracting investors, and delivering products and profitable services identify the one in a distinct way (Ccilia, 2015). Therefore, according to the above, the goals of business models in organizations can be summarized as follows:

- Business models facilitate the identification and analysis of relevant components in social systems for a process area and the relationship between them.
- Implementing business models in organizations helps managers to communicate more effectively with the stakeholders and exchange relevant information in an appropriate manner.
- The use of business models is considered as a pivotal element in the evolution of business enterprise processes and facilitates the movement from the status quo to the desired state of affairs.
- The business model creates the possibility for designers of organizational processes that, if necessary, change certain components in the business model.

➤ The design of a business model in organizations, in addition to identifying future costs and incomes, as a fundamental principle, enables management of future problems for organizations in a volatile and competitive market.

2.2 Social and Environmental Considerations

About corporate social responsibility from the 1950s in the academic literature, and this concept has been widely considered today in accounting and management studies. By reviewing the evolution of concepts, it is clear that a movement from a philosophical moral attitude to managerial attitudes. In particular, in the last decade, ethical foundations have grown in management decisions and provided normative foundations for corporate social responsibility (Kahlili Araghi, 2008). Social responsibility is the commitment of decision makers to actions that, in addition to securing their own interests, also improve the welfare of the community. In this definition, there are several elements: First, social responsibility is a commitment that institutions must be accountable for. Second, institutions are responsible for contaminating the environment, employing discrimination in employment, neglecting their needs, and producing harmful products that harm the health of the community. Finally, organizations must allocate financial resources and actions. Such as: helping the culture of the country and cultural institutions and improving the quality of life, improve social well-being. Finally, the purpose of social responsibility is that, since organizations have a major impact on society, their activities must be in such a way that their loss does not reach the community and, in the event of loss, the organizations concerned are required to make up for it. To be simply put, organizations must act as part of the larger system in which they are located (Lindro *et al*, 2000).

Companies' social responsibility can be defined as "the performance of companies in a way that satisfies the public and public, ethical and legal expectations that the society has of business." The corporate social responsibility of the companies explained by their managers should be beyond a set of good rules, there is a gesture of chance, or measures to stimulate market and marketing, improve public relations or other commercial interests. More importantly, this category should be considered as a comprehensive set of measures, practices and programs that integrate business activities and decision-making processes of senior executives. Social responsibility is: "The relationship of an organization with Ethical values, transparency of actions, employee relations, compliance with legal requirements, and respect for the society in which they operate." Social responsibility is something that goes beyond the occasional service delivery of the community (Nassiri, 2015). Indeed, social responsibility is a kind of organizational philosophy that leads to strategic decisions, the selection of business partners, the adoption of specific methods and, finally, the development of the name Business is organized. The environment is what surrounds the process of living, drops it into it and interacts with it. According to this definition, can certain frontiers be

identified for the environment? Environment is both human, both nature and the relationship between those two elements. (Harsini, 2016). Therefore, the environment affects and also affects human activities.

2.3 Research Background

Ehsan & Klim (2017) dimensions used to measure social responsibility of companies include two dimensions of employees and social participation (gifts and donations) that were considered as indicators of corporate social responsibility that fund highlighted that Pakistani companies are focusing on social affairs and improving living standards and better facilities for training and employee health and environmental support in the new millennium developments, and it is believed that this will increase the trust and will be confidence of their employees in the company. Orat *et al* (2017) in a research entitled Corporate Social Responsibility Reporting Model and its content, scope and quality, it was disclosed through content analysis based on the GRI guidelines in two dimensions of principles, value and management attitude and disclosure performance indicators. Social dimension components including human rights, work practices, product and community constraints have been identified as the highest level of disclosure in labor and labor practices and the least in the human rights component. Aluchena (2017) in an article titled "Social responsibility requirements of the organization" and its position in the business model, attention to the decentralized organizational structure, increased organizational flexibility, attention to the culture and training of the organization increases the social responsibility of organizations.

3. METHODOLOGY

The present research is applied in an objective and because it seeks to achieve a practical goal and in terms of problem solving method, research and data collection is descriptive and survey. The research organization of this research, Qalamchi Scientific and Educational, is the largest non-governmental educational institution in Iran that is active in the field of teaching and publishing study books and conducting program and educational tests. Other activities include 120 schools, 12 library libraries, 46 public libraries and scholarships for students and students. In order to identify the proposed values of the business model in the organization under study, the Qalamchi Scientific and Educational Institut development from among customer groups including ordinary students, funded students, funded scholars, blind students and disabled students, as well as groups School builders, university dormitories and library were randomly selected according to Table 1. In order to determine the validity of the questionnaire for identifying values, the CVR and CVI indices were used, with the obtained values being 0.99 and 0.95, respectively. Also, to determine the reliability of the instrument, Cronbach's alpha test was used, which was more than 0.7 for all questionnaires.

Table 1

Sample size of research

<i>Expert</i>	<i>Making the dormitory</i>	<i>Intelligent Libraries Build</i>	<i>School Builders</i>	<i>Blinds & Elderly</i>	<i>Ordinary Students</i>	<i>Scholarships Students</i>	<i>Scholars</i>
10	30	50	50	30	384	384	384

Also, for completing other parts of the business model, 30 managers and experts from the study organization were interviewed.

4. FINDINGS*4.1 Identify the optimal business model**4.1.1 Proposed Values*

In addition to the business's common values, it includes meeting new needs, completing and delivering services, customizing, designing, brand awareness, reasonable prices, reducing risk, bringing convenience to the customer, availability, Timely delivery, audience coverage, compliance with the standards, according to the experts' opinions. The three proposed values in the field of social responsibility include social justice (education), special services for particular classes and promotion of community-accepted values and two proposed environmental values including assistance, they have been identified as protecting the environment and using green technologies that can be achieved in a desirable business model. The following are the suggested values:

- Fulfills the new and unanswered needs of the audience.
- All steps are fully completed and delivered in full.
- Tailored to the needs and expectations of the contact changed and customized.
- With a unique and unique design.
- Brings the reputation and prestige to the audience.
- It is offered at low prices and helps reduce audience costs.
- Reduces the risk of failure of the audience.
- It makes it easy to do what the audience wants.
- Available in a convenient and accessible way.
- Available at the right time.
- Includes a wide range of audiences.
- Helps to develop social justice (educational justice).
- The relevant standards are appropriately observed.
- Special services are provided to specific classes (disabled contacts, blind, destitute ...).
- Helps promote the accepted values of the community.
- Helps to protect the environment (reducing traffic).
- Green technologies are used.

After identifying the proposed values, the significance and extent of being attended by the organization was studied. The results showed that the foundation was inferior to the values in the proposed values of availability, breadth, customization, proper design, and educational justice. Proposals for new needs, timely delivery, audience status, cost reduction, risk reduction, special services and accepted values have a high average rating, and also with regard to the importance of each proposed value, it has been determined that educational justice, special services and risk reduction Along with an extension of great importance to the organization It is also important to consider these issues. (Tables 3 and 4). Also, in the environmental layer, the proposed values showed that green technology could improve the business model of the organization.

4.1.2 Problems Reducer

Problems Reducer says that exactly how the organization’s services will address the particular troubles of the audience. In fact, people with disabilities clearly show how the organization can eliminate or diminish some of the things that the audiences are harassing before, during and after services, or obstructing the use of services. Table 2 shows the list of pain problems, along with a suggested example in the organization under study.

Table 2

Problems Reducer optimal business model

ROW	Problems Reducer	Service title
1	That group of organization services that save time, money or effort for the audience	➤ Personal Site
2	Services that create better feelings in audiences .	➤ support services
3	Services that put an end to some of the challenges and challenges facing audience audiences .	➤ Student Performance Sheets ➤ Counselor's Reports with Foundation and Consultants
4	Services that cause that group to disappear from negative social consequences that the audience of the organization faces or fears .	➤ Extensive program tests
5	Services that eliminate risk that the audience of the organization is afraid	➤ App Tests
6	Services that help the audience of the organization to be satisfied with the service	➤ Test: attendance + workflow ➤ Support ➤ 5-person meetings ➤ Test Day Testimonials
7	Services that reduce or eliminate common mistakes made by audience organizations that they are likely to commit	➤ Poll ➤ Complaints Unit
8	Services that eliminate barriers that prevent audiences from appealing to the proposed value of the foundation	➤ Support + Groups Administrators

4.1.3 Benefit Makers

Benefits include how organizations serve the benefit of the audience. Indeed, it explicitly shows how the organization intends to create the benefits and benefits that audiences expect or wish, or will be amazed at their visitation. These outcomes include functional desirability, social benefits, positive emotions, and cost savings. Does the organization's service can make the audience's dreams come true, ease their lives, and...? Table 3 shows the list of instrument benefits, along with a suggested example in the organization under study.

Table 3

Benefit Makers in the optimal model

ROW	Questions	Service title
1	Services that produce results that the organization's audience expects or exceeds expectations.	<ul style="list-style-type: none"> ➤ Special support ➤ Build a school or library ➤ Scholarship
2	Services that are better than the current value proposition and pleases the audience of the organization.	<ul style="list-style-type: none"> ➤ Trustees of the Foundation
3	Services that make it easier for the audience of the organization to work or live.	<ul style="list-style-type: none"> ➤ Select a student field ➤ Rural and urban schools ➤ Student and student grants ➤ Blind audio books
4	Services that create positive social outcomes for the organization's audience.	<ul style="list-style-type: none"> ➤ Low income students
5	Services that do particular work that the audience of the organization .	<ul style="list-style-type: none"> ➤ Blind and semi-blind students
6	Services that fulfill the dreams of an organization's audience.	<ul style="list-style-type: none"> ➤ Advertising

According to the data analysis, two desirable models in the social layer and the environmental layer were identified, which are described in Figures 1 and 2, in which it can be stated that in the social layer model and the mode of communication, the intermediate relationship as A new type of communication has been added to the model that customers can refer to the Foundation for other services and be provided with services. Also, in the key activity component of the two activities, the employment creation and services of blind and partially blind students are added to the model and the government and customers As new partners are added to the model, intellectual resources and social resources as new sources Time has been introduced and advertising has been included as a new source of revenue for the organization that did not exist in the previous model, and it increases the social responsibility of the foundation in a desirable manner, and the foundation should pay attention to it. Some of the social and environmental considerations that have been added to the business model of the organization studied are marked with a star sign.

<p>Strategic Partners: 1. Society of Schoolchildren's Beneficiaries 2. Provincial School Librarians 3. The institution of public libraries 4. Buyer-Buyer Relations (Printers & Lithographers, Paper Sales Centers) 5. Government. 6. Customers.</p>	<p>Key activities: 1. Holding a test. 2. Type Scholarship. 3-second scholarship. 4. Making school. 5. Build library. 6. Job creation 7. Student Services for the Blind and semi-blind</p>	<p>Suggested Values: 1. Ethical responsibilities 2. Optional responsibilities 3. Legal responsibilities 4. Management of stakeholders 5. Social effects 6. Social policy 7. Social Responsibility 8. Beat the behavior of the organization 9. Social apps 10. Goodwill Marketing Plans 11. Charity and Sponsorship</p>	<p>Connections: 1. Presence 2. Telephone 3. Relationship 4. Virtual 5. Correspondence 6. Intermediate</p>	<p>Customer departments: 1. Permanent customers 2. Customers Case 3. Casual Customers</p>
	<p>Key sources: 1. Physical resources (Asset title) 2. Office buildings 3. Test fields 4. Foundation building in Tehran). 5. Spiritual resources (conducting program tests, national records on the same day) 6. Human Resources (Representatives of the Center 7. Focal Points 8. Academic Directors 9. Scholarship Directors 10. Financial Resources (Student Fee Fee) 11. Sources of thought (tacit and explicit knowledge) 12. Social resources (customers, suppliers)</p>	<p>Channels: 1. Direct channels (in person and phone, Siat web) 2. Indirect Channels (Limited and Unlimited Internet) 3. Customer Relationship (Address)</p>		
<p>Costs: 1. Fixed costs (test production (content generation, printing and distribution), holding tests 2. Informatics and Internet services, maintenance of the central building of the foundation, the construction of schools and libraries and other cultural activities of the Foundation of 100,000 scholarships) 3. High cost of the series (Zarathustra message center, public relations and maintenance of the foundation building (central) 4. Variable Costs (Test Holding (Registration), Number of Foundation Scholarships and Construction Costs for Schools and Libraries) 5. Unpredictable costs (this year is a special issue that was not noticeable before.)</p>		<p>Revenues: 1. Sales services (program tests, support and advisory services, training books) 2. Sale Right (Special Support and Bug Fix classes) 3. Membership fee (previous registration of students) 4. Advertising.</p>		

Figure 1. The optimal business model on the social layer

Regarding the optimal environmental layer model, it can be stated that in the communication component, attention to the reduction of visual and auditory pollution and the increase of non-paper correspondence can reduce the damage to the environment to the environment, as well as the disposal of waste and the use of information technology Green, participation in environmental conservation activities, training environmental sensitivity for employees and training environmental sensitivity to students and students can establish appropriate environmental behaviors in their employees and clients, and greening the organization should be green and the environmental slogans that pay attention to the next Such components reduce fuel costs, use of clean fuel and reduce unnecessary traffic to benefits such as environmental performance assessment, consideration of ISO certifications, employee environmental education, and compliance with environmental legal rights that have savings implications. In energy, responsible use of resources and sustainable development that the organization can bring to the community in the environmental dimension.

<p><i>Brand organization:</i> 1- Notice the green logo 2. Use of environmental slogans</p>	<p><i>Services:</i> 1. Participation in environmental protection activities 2. Educate the environmental sensitivity of employees 3. Educate environmental sensitivity to knowledge</p>	<p><i>Functional value:</i> 1-Use of Green Information Technology 2. Office automation</p>	<p>End of Life Cycle: 1. Disposal of waste</p>	<p><i>Connections:</i> 1. Increasing communications through telephone and website. 2. Reducing visual and auditory pollution. 3. Increase non-paper correspondence (email and ...).</p>
<p>Energy Management: 1. Reduce the amount of energy consumed 2. Modify the pattern of energy consumption in the organization. 3. Assess the energy performance of the organization</p>		<p>Traffic: 1. Reduce fuel costs. 2. Use clean fuel. 3. Reducing unnecessary traffic</p>		
<p>Environmental consequences: 1. Energy saving 2. Responsible use of resources 3. Sustainable development</p>		<p>Benefits of living issues: 1. Evaluation of environmental performance 2. Pay attention to the ISO certificate 3-Environmental education staff 4. Observing environmental legal rights</p>		

Figure 2. The optimal business model in the environmental

5. CONCLUSION

The purpose of the research was to design a business model with an emphasis on social and environmental considerations. For this purpose, an open-ended questionnaire was designed for interviewing the experts, and the social and environmental responsibility components of the community were identified and provided to the statistical sample, which results Normality of data showed that all components met the normal distribution and were determined by Friedman ranking test. They are important in the end. According to the interviews, two models of social and environmental responsibility of the scientific foundation What were the feathers

presented as a desirable business model? In explaining the bad results it can be stated that the language of social responsibility of organizations suggests that social responsibility is essentially a concept used in large organizations that are typically owned by shareholders and managed by their executives. Hence, one of the most prominent issues of thinking about social responsibility in the context of large organizations, such as organizations that separate ownership and supervision, is that managers must manage them for profit. They do. Should only consider the interests of the owners or the interests of the large community that represent different groups, including customers, employees, or local communities. Today, every single economic institution succeeds in supporting social demand. The progress of an institution is often due to the popularity of its product. As the world moves towards growth, the needs of the past disappear, and new needs, new demands and new goals are replaced.

Thus, from one aspect of the product, the attempt of an economic institution (whether a single business or a large corporation) can be owned by individuals or individuals who have thought of establishing it in their minds and are interested in continuing their activities. But, on the other hand, it is a company's activity to help preserve sustainable social life and the advancement and excellence of culture, so an enterprise or business of any kind is undoubtedly a universal entity and property. The social responsibility of the firm is all covering the corporate governance aspects of how businesses are doing their business ethically and taking into account the economic, environmental, and social aspects of human rights. Social responsibility is socially responsible. Improving the quality of social life of individuals. Also, social responsibility will increase the company's efforts to maximize profits. At the same time, attention is paid to the interests of shareholders and the interests of society. Generally speaking, social responsibility is a complex issue. To deal with such a problem, administrators need to look like managerial issues like the rest of the organization. They need to look at social responsibility as a fundamental issue for the organization, which requires planning, decision-making, coordination and evaluation. Organizations In order to achieve social accountability to stakeholders and other people in society, they must address the concerns The community, in its environmental, social and humanitarian affairs, pays attention to the development of social responsibility policies in line with its organizational culture.

It can also be said about the environmental model that the environment is defined as the system that man, nature and culture are its constituent elements; therefore, changing the attitude and behavior of the community in relation to the value and importance of the environment for the survival of human life, It is essential that sustainable development is a development that will meet the needs of the current generation without compromising the ability of future generations to meet their needs. From these definitions, it seems that the goal of sustainable development is to preserve human societies through a kind of development that does not eliminate the underlying systems of environmental life. The impact that humans have on the environment is due

to its behavior and practice in its environment. The fact is that humans, with the development of science and technology, have been able to increase the range of their interventions and impacts on the environment every day in order to more effectively control their achievement in terms of profit and material well-being. In the environmental business model of the Scientific and Educational Foundation It was found that attention to environmental education of staff and students and ... can help the organization to achieve environmental goals, and, on the other hand, attention to information technology will make the organization less likely to use physical resources such as paper and ... to reduce environmental damage and also to pay attention to Hash fuel costs, etc. can be constructive role in the realization of environmental values have foundation. The results of this research are with the results of the research Azad *et al* (2017), Habibi (2016), Tabarsi (2011), Ghazvani *et al* (2014) & Hirigoyen & Rehm (2014) was according to that researches results.

According to Research Finding, it can be argued that since organizations have an important role to play in protecting the environment and can have an effective impact on management of waste and unnecessary traffic, The Pen Education Foundation will pay more attention to the environmental education of its employees and customers. Also, the advancement of technologies can increase the speed of doing work and reduce organizational costs. It is suggested that the Pen Education Foundation should consider technology capabilities. Information is more important than communications, doing business and ... to use. Since the government has paid a lot of attention to energy management in the last decade, it is suggested that the Pen Education Educational Foundation pay more attention to energy management within the organization. The Pen Educational Foundation periodically evaluates its environmental and social performance and since the existence of different organizations and associations can help to increase the focus on the environment and social responsibility of the organization. It is suggested that the educational foundation of the pen should pay more attention to social capital, such as popular associations and more. Finally, it is suggested that the Pen Education Foundation should be co-ordinated with suppliers' Strategic communications and have their own chain. Quantification of the proposed model and its fitting by software, validation of the proposed model through the implementation and control of the results in the organization under study, and adding the cultural and economic layer to the model, due to the organization's impact on these two layers can be as Future research is suggested for researchers. It should also be noted that any research has some limitations in the process of doing so. In this study one can state that the results are related to the study population and that the generalization of the results to other communities should be cautious And the results of the inferential statistics section may be considered according to the realm of time True, changes in the attitudes of employees over time and the generalization of the results of the research can not be made.

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