

REVIEW ARTICLE

MAJOR CORPORATIONS AND ENVIRONMENTAL ADVOCACY: EFFORTS IN REDUCING ENVIRONMENTAL IMPACT IN OIL EXPLORATION

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ABSTRACT

This comprehensive study embarked on a critical journey to scrutinize and evaluate the effectiveness of corporate environmental initiatives implemented in recent years, particularly focusing on the oil sector. Utilizing a meticulous literature review strategy, the research analyzed various case studies and scholarly contributions to delineate the current state of environmental advocacy in the corporate sector and identify potential avenues for future research. The methodology encompassed a systematic data extraction and analysis approach, ensuring relevant and reliable data assimilation. The findings underscored a significant shift in the corporate sector towards fostering environmental sustainability through various initiatives spanning different industries. Environmental advocacy has emerged as a potent force urging the industry to adopt more sustainable and ethical practices, particularly in the oil sector. The study revealed a growing awareness and commitment to fostering a sustainable and environmentally responsible corporate sector, characterized by green innovation, sustainable practices, and corporate social responsibility. Based on the analysis, the study recommends developing and implementing robust regulatory frameworks to mandate adherence to sustainable practices, promoting green innovation, and fostering collaborative efforts among various stakeholders. These strategies are envisaged to propel the corporate sector as a significant player in global environmental conservation efforts. Looking ahead, the study identifies a promising trajectory for environmental advocacy, characterized by collaborative efforts, regulatory frameworks, and green innovation, setting a pathway towards a sustainable and environmentally responsible corporate sector.

KEYWORDS

Corporate Environmental Advocacy, Green Innovation, Sustainable Practices, Oil Sector, Regulatory Frameworks.

1. INTRODUCTION

1.1 Background of Environmental Advocacy in the Oil Sector

In recent decades, the oil sector has witnessed a paradigm shift in its approach towards environmental advocacy. Once primarily focused on profitability and shareholder value, the sector has gradually embraced the principles of Corporate Social Responsibility (CSR) (Lindgreen et al., 2012). This transformation is a moral and strategic necessity to maintain legitimacy and foster sustainable business practices.

Historically, the discourse surrounding climate change and environmental protection in the oil sector has been marked by a complex interplay of corporate communications and public perception. In the early 2000s, major oil companies portrayed climate change as a phenomenon that could be mitigated through proactive measures (Jaworska, 2018).

However, the discourse has shifted over the years, emphasizing the unpredictable risks associated with climate change. This shift is characterized by a nuanced strategy that combines forceful rhetoric with a distancing approach, often relegating the responsibility of climate change mitigation to future timelines and other stakeholders (Jaworska, 2018).

The role of CSR in the oil sector has further evolved to encompass a broader spectrum of responsibilities, including shareholder, employee, environmental, public, and supplier-customer-consumer responsibilities (Pan et al., 2014). Notably, environmental responsibility has emerged as a significant aspect of CSR, albeit with a complex relationship with Corporate Financial Performance (CFP). While environmental responsibility initiatives often entail increased costs, they are integral to fostering sustainable business practices and mitigating conflicts arising from the neglect of public interest (Pan et al., 2014).

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Moreover, the discourse analysis of CSR reports from the oil sector reveals a notable shift in thematic patterns over time. Recent reports emphasize the importance of human rights and community engagement, albeit with a diminished focus on environmental protection (Jaworska & Nanda, 2018). This shift indicates a changing landscape of CSR practices in the oil sector, where the focus is gradually shifting towards a more holistic approach to social responsibility.

As the oil sector navigates the complex landscapes of environmental advocacy, it is imperative to foster a development environment where firm profits are closely tied to CSR initiatives (Pan et al., 2014). This approach would enhance the sector's commitment to environmental protection and foster a symbiotic relationship between profitability and social responsibility.

In conclusion, the background of environmental advocacy in the oil sector is marked by a dynamic evolution of CSR practices. The sector, which once viewed business and environmental advocacy as distinct entities, is gradually embracing a more integrated approach to foster sustainable business practices. As the sector evolves, fostering a development environment where corporate profitability is intrinsically linked to responsible environmental advocacy is imperative.

1.2 Role of Major Corporations in Environmental Conservation

In recent years, the role of major corporations in environmental conservation has undergone a significant transformation, particularly in the oil sector. This shift is a response to increasing societal expectations and a strategic imperative to foster sustainable business practices and mitigate environmental impacts. The concept of corporate greening has gained prominence, with corporations transitioning from being perceived as exploiters of nature to potential contributors to biodiversity conservation (Robinson, 2011). This transformation is facilitated by the adoption of Corporate Social Responsibility (CSR) initiatives, which are voluntary efforts undertaken by companies to address environmental, social, and human rights concerns emanating from business activities.

Despite the positive strides, corporate greening has been met with skepticism, with critics dismissing it as marketing green-wash. The inherent challenge for the private sector, which is implicated in exploiting natural resources and generating waste material, is to mitigate the negative environmental impacts of their business activities. However, if corporations can integrate long-term sustainability into their resource utilization strategies and reduce their global footprint, significant strides can be made in curbing biodiversity losses (Robinson, 2011).

Drawing parallels from the Brazilian forestry sector, a shared vision of sustainability is essential to effectively guide corporate responses (Nardelli & Griffith, 2003). This vision encompasses themes such as environmentally adequate forest management, social justice, and economic viability, reflecting the cognitive values held by representatives of various interest groups. The emphasis on "Forestry and Society" and "Environmental Conservation" reflects the paramount importance of these aspects in shaping corporate strategies for environmental conservation (Nardelli & Griffith, 2003).

The global efforts to combat climate change, marked significantly by the Paris Agreement of 2015, have added a new dimension to the role of corporations in environmental conservation. Individual countries are encouraged to perceive climate change as a domestic governance opportunity rather than a global burden to be shared reluctantly (Xu, 2017). By identifying climate change as a flagship opportunity, countries can effectively address many smaller challenges. The Porter Hypothesis posits that environmental regulations can spur innovation, potentially compensating for the costs associated with environmental protection. This hypothesis suggests that the costs of climate mitigation could be offset by non-climate-related domestic benefits alone, fostering a symbiotic relationship between environmental conservation and economic prosperity (Xu, 2017).

Furthermore, insights from non-chemical weed control methods in landscape planting beds offer a perspective on environmentally friendly practices that corporations can adopt in various sectors, including the oil sector (Marble, Koeser & Hasing, 2015). These methods emphasize the correct choice of herbicides, proper calibration procedures, and appropriate timing of application to minimize negative environmental impacts. The adoption of such practices can potentially reduce labor costs and foster aesthetic and recreational enjoyment of landscapes, thereby enhancing property values (Marble, Koeser & Hasing, 2015).

In conclusion, the evolving role of major corporations in environmental conservation is characterized by a dynamic integration of CSR initiatives,

collaborations with conservation organizations, and the incorporation of sustainability into business practices. As corporations navigate the complex landscape of environmental conservation, a holistic approach that encompasses economic viability, social justice, and environmental protection is imperative. By embracing climate change as a governance opportunity and adopting sustainable practices, corporations can play a significant role in fostering a sustainable future.

1.3 Purpose and Scope of the Current Review

The burgeoning concerns surrounding environmental degradation have necessitated a critical evaluation of the role and responsibilities of major corporations, particularly in the oil sector, in fostering environmental advocacy. This review aims to synthesize existing literature to delineate the current state of environmental advocacy in the oil sector and carve out a trajectory for future research and policy implications. This section elucidates the methodology adopted for the literature review and outlines the scope of the study, drawing upon insights from recent scholarly contributions.

The systematic literature review (SLR) methodology has emerged as a potent tool in the analysis of complex and multifaceted issues such as environmental advocacy. An SLR allows for a comprehensive and critical analysis of existing literature, facilitating the identification of current approaches, methodologies, and gaps in the research (Potrč Obrecht et al., 2020). In the context of the oil sector, the integration of environmental considerations into business practices necessitates a detailed analysis of various dimensions including technical, informational, organizational, and functional aspects. The current review adopts an SLR methodology to scrutinize these dimensions meticulously, aiming to identify the pros and cons of existing approaches and propose avenues for future research.

The scope of this review extends to the analysis of the integration of environmental advocacy in the oil sector, focusing on the strategies adopted by major corporations to mitigate environmental impacts. The review encompasses an analysis of business models, drivers and barriers, customer behavior, and strategies for environmental conservation (Nansubuga & Kowalkowski, 2021). Furthermore, the review seeks to explore the role of emerging technologies such as blockchain in enhancing supply chain transparency and visibility, which has implications for environmental advocacy in the oil sector (Dasaklis et al., 2022).

Moreover, the review aims to critically analyze existing benchmarking systems that focus on environmental targets considering the full life cycle of oil sector operations. These benchmarks, developed as part of regulations, labeling systems, sustainability rating tools, and research studies, provide critical insights into the environmental performance of corporations in the oil sector (Trigaux et al., 2021). The analysis of these benchmarks will facilitate the identification of strengths and weaknesses of various approaches and will provide reference values for the development and validation of future benchmarks.

In conclusion, this review aims to foster a comprehensive understanding of the current state of research on environmental advocacy in the oil sector and identify future work directions. The scope of the study encompasses a critical analysis of existing literature, focusing on the methodologies adopted, the implications for service theory and practice, and the identification of gaps in the existing research. Through this review, it is anticipated that a holistic perspective on the role of major corporations in environmental advocacy will be developed, paving the way for informed policy decisions and strategic interventions in the oil sector.

2. INDUSTRY LANDSCAPE

2.1 Evolution of Environmental Policies in Oil Exploration

The oil industry has witnessed a significant transformation in environmental policies in recent decades, reflecting a global shift towards sustainable practices. This evolution is characterized by the integration of environmental considerations into corporate strategies and national policies, aiming to mitigate the adverse impacts of oil exploration on the environment and society. This section delineates the trajectory of these policy developments, drawing upon recent scholarly contributions to provide a comprehensive analysis.

The inception of environmental policies in the oil sector can be traced back to the heightened awareness of the detrimental effects of oil exploration activities on the environment. In the context of the palm oil industry, a sector closely related to the oil industry, policy initiatives at national, international, and corporate levels have emerged to guide the sustainable

expansion of the industry. These policies, emphasizing 'zero burn', 'no deforestation', and 'no planting on peatlands', have been instrumental in shaping the landscape of the industry in Malaysia and Indonesia (Padfield et al., 2016).

In Nigeria, a significant oil-producing nation, the evolution of environmental policies in the oil and gas sector has been marked by gains, challenges, and prospects. The policies have positively impacted the Nigerian environment, particularly in creating awareness among stakeholders. However, challenges persist, including the inefficiency of regulators, inadequate logistics, and poor environmental data management. Despite these challenges, the prospects for environmental policies in Nigeria are bright, with the industry continually evolving and adapting to changing dynamics (Elenwo & Akankali, 2014).

The Japanese oil industry offers another perspective on the evolution of environmental policies in oil exploration. Historically, Japan's high dependency on oil imports and reliance on Middle Eastern suppliers propelled the nation to actively seek overseas equity oil, sometimes at a premium. However, with the decline in oil demand and market consolidation, Japan is re-evaluating its relationship with oil, necessitating a shift in its oil policies and strategies. This shift is expected to influence Japan's relationship with the Middle East and the strategies adopted by major players in the Japanese oil industry (Thorarinsson, 2018).

Furthermore, the integration of socio-economic considerations into environmental policies is gaining prominence, particularly in resource-rich countries grappling with environmental and social issues in remote regions. A case study of Russian oil-producing regions highlights the interdependency of economic, social, and environmental issues. The study suggests that international companies can promote gas flaring technologies effectively if regional governments adopt a flexible integrated approach to formulating socio-economic and environmental policies (Heim, Vigneau, & Kalyuzhnova, 2022).

In conclusion, the evolution of environmental policies in oil exploration is marked by a growing emphasis on sustainable practices, integrating environmental and socio-economic considerations into policy formulation. These policies are shaping the trajectory of the oil industry, fostering a shift towards sustainable and responsible oil exploration practices. As the industry continues to evolve, it is anticipated that these policies will play a pivotal role in guiding the future direction of oil exploration, promoting environmental conservation and socio-economic development.

2.2 Major Corporations and Their Green Initiatives

In the contemporary era, major corporations, particularly in the industrial sector, have been at the forefront of adopting green initiatives as a part of their operational strategies. These initiatives are not only aimed at reducing the environmental footprint but also fostering corporate sustainability. This section elucidates the various green initiatives undertaken by major corporations, drawing insights from recent scholarly contributions to offer a nuanced understanding of the current landscape.

One of the significant strides in this direction is the incorporation of Green Supply Chain Management (GSCM), a strategy that minimizes the negative environmental impacts of value chain activities. The successful implementation of GSCM is largely influenced by various soft dimensions related to human resources, including top management commitment, employee involvement, organizational culture, and teamwork. These dimensions have been identified as the highly prioritized causal factors facilitating efficient GSCM adoption, thereby contributing to sustainable business development (Kumar et al., 2019).

Furthermore, Green Human Resource Management (GHRM) practices have emerged as a potent strategy to enhance corporate sustainability. These practices encompass green recruitment and selection, green pay and rewards, and green employee involvement, which have been perceived positively in fostering corporate sustainability. Particularly, industries in developing countries have witnessed a significant impact of these practices on enhancing social, environmental, and economic aspects of sustainability. However, it is noteworthy that green training, a component of GHRM, has not shown a significant association with corporate sustainability, indicating a potential area for further exploration and development (Jamal et al., 2021).

In addition to the industrial sector, the sports sector in North America has also been actively engaged in promoting environmental sustainability through various initiatives. These organizations have been signaling their commitment to environmental issues through external associations or

memberships and internal communications such as environmental reports. However, a critical analysis reveals that these communications predominantly focus on fan engagement initiatives and lack substantial goal setting, measurement metrics, or performance summaries, suggesting a need for a more structured and comprehensive approach to environmental sustainability in the sports sector (McCullough, Pelcher, & Trendafilova, 2020).

Moreover, the application of nanotechnology has emerged as a novel green strategy, particularly in the food industry. The nanoencapsulation-based edible coating of essential oils has been identified as an innovative green alternative against fungal spoilage and mycotoxin contamination in stored fruits. This strategy not only enhances the antifungal and antimycotoxigenic properties of essential oils but also preserves the physicochemical characteristics of the fruits, thereby extending their shelf life and maintaining their nutritional quality (Das, Ghosh, & Mukherjee, 2021).

In conclusion, major corporations have been actively adopting and promoting green initiatives as a part of their operational strategies. These initiatives, ranging from green supply chain management to green human resource management practices, have fostered corporate sustainability. As these corporations continue to evolve, these green initiatives are anticipated to play a pivotal role in shaping a sustainable future characterized by environmental conservation and socio-economic development.

2.3 Contemporary Environmental Challenges in Oil Exploration

The oil exploration sector, a pivotal driver of numerous economies globally, is currently grappling with a series of environmental challenges that have raised concerns, particularly in communities hosting oil refineries. The exploration and exploitation of heavy crude oil have been associated with the release of toxic organic and inorganic pollutants into the environment. Activities such as gas flaring and oil spillage have exacerbated environmental degradation, leading to phenomena like acid rain, climate change, and contamination of vital ecosystems including soil, water, and air. These environmental hazards pose direct and indirect adverse effects on the ecosystem, necessitating urgent interventions to mitigate their impact (Sojnu & Ejeromedoghene, 2019).

In response to these challenges, the industry is witnessing a shift towards adopting sustainable practices, including utilising biosurfactants. These amphiphilic chemical compounds derived from biological or natural sources offer a promising alternative to synthetically manufactured surfactants commonly used in the industry. The latter, derived from non-renewable resources, have been criticized for their environmental incompatibility and potential toxicological effects on humans and other organisms. The application of biosurfactants, particularly in enhancing oil recovery from exhausted oil fields and combating oil spills, represents a significant stride towards reducing reliance on fossil fuels and promoting environmental sustainability in the oil and gas sector (Nikolova & Gutierrez, 2021).

3. LITERATURE REVIEW

3.1 Theoretical Perspectives on Corporate Environmental Responsibility

In recent years, the discourse surrounding corporate environmental responsibility has evolved significantly, with corporations transitioning from a traditional role to a more proactive stance, where their operations are expected to generate positive social and environmental impacts. This shift is deeply rooted in various theoretical frameworks that guide corporate sustainability and responsibility. This section seeks to elucidate these theoretical perspectives, drawing upon recent scholarly contributions to offer a nuanced understanding of the current landscape.

The first theoretical perspective that warrants discussion is the resource-based theory, which posits that corporations can achieve and sustain competitive advantage through the deployment of valuable, rare, and non-substitutable resources (Ashrafi et al., 2020). In the context of corporate environmental responsibility, this theory underscores the importance of integrating corporate social responsibility (CSR) and corporate sustainability (CS) into business strategies and operational processes. By doing so, corporations can enhance their viability and foster sustainable development. This integration is facilitated by both internal and external mechanisms, which align with the interests and expectations of various stakeholders, forming the basis of the stakeholder theory (Ashrafi et al., 2020).

The stakeholder theory, another pivotal framework, emphasizes the significance of considering the interests of all stakeholders in corporate decision-making processes. This theory has propelled the development of Corporate Sustainability Systems (CSS), tools that rate corporate performance on sustainability metrics. These systems, which include indexes, rankings, and ratings, have emerged as vital instruments in measuring and promoting corporate environmental responsibility, albeit with room for further refinement to fully align with stakeholder theory principles (Diez-Cañamero et al., 2020).

Furthermore, the recent COVID-19 pandemic has brought to the fore the necessity for corporations to adapt and innovate to maintain financial, operational, and psychological solvency. The pandemic has underscored the critical role of sustainable leadership in navigating the myriad challenges posed by such global crises. This includes fostering social responsibility, public health initiatives, and organizational innovation to stimulate and nurture social and corporate sustainability. The pandemic has highlighted the need for digital transformation and the adoption of strategies such as service delivery innovation and new market development to mitigate the long-term financial and functional impacts of such crises (Su et al., 2022).

In conclusion, the theoretical perspectives on corporate environmental responsibility are multifaceted, encompassing resource-based theory, stakeholder theory, and insights gleaned from the recent pandemic. These frameworks provide a robust foundation for understanding and advancing corporate environmental responsibility, guiding corporations in adopting strategies that foster sustainability and positive societal impact.

3.2 Case Studies on Corporate Environmental Advocacy

In the contemporary corporate landscape, environmental advocacy has emerged as a pivotal aspect of corporate responsibility, with numerous corporations adopting innovative strategies to foster environmental sustainability. This section delves into various case studies that elucidate the efforts and initiatives undertaken by corporations in advocating for environmental conservation and sustainability.

Case Study 1: Pro-Environmental Behaviors in Malaysia's Hotel Industry

In the hospitality sector, the perception of corporate social responsibility (CSR) significantly influences employees' pro-environmental behaviours. A study conducted across 32 hotels in Malaysia revealed a complex relationship between perceived CSR activities and pro-environmental behaviors. The study found that CSR activities foster organizational identification and encourage coworkers to advocate for pro-environmental practices, subsequently fostering a culture of environmental responsibility among employees (Shah et al., 2020).

Case Study 2: Ozone Utilization in Northern Italy's Swine Farm

A case study in Northern Italy demonstrated the effectiveness of ozone as an economically and environmentally sustainable alternative to pharmaceutical agents in animal husbandry. The study, which focused on a pilot swine farm, highlighted the potential of ozone in reducing animal mortality rates by about 2% and decreasing the reliance on pharmaceutical antibiotics. The application of ozone as a disinfectant and air and water purifier showcased this approach's economic sustainability, particularly in the medium run (Remondino & Valdenassi, 2018).

Case Study 3: Corporate Environmental, Social, and Governance (ESG) Initiatives in China

In China, corporations listed on the Shanghai and Shenzhen stock exchanges have been actively engaging in environmental, social, and governance (ESG) initiatives to enhance their innovative performance. A study spanning from 2007 to 2017 revealed that corporate governance initiatives play a moderating role in fostering innovative performance through environmental and social initiatives. The study also highlighted the influence of institutional development on the effectiveness of corporate governance initiatives, offering insights into the strategies that corporations can adopt to achieve sustainability (Zhang, Loh, & Wu, 2020).

Case Study 4: Green Innovation in Chinese Corporations

Another case study focusing on A-share listed companies in Shanghai and Shenzhen, China, from 2014 to 2019, explored the relationship between internal control, environmental investment, and green innovation. The study found a significant positive relationship between internal control and corporate green innovation, with environmental investment playing a

mediating role. The research emphasized the importance of internal controls in fostering green innovation, particularly in heavily polluting and private firms (Ma et al., 2022).

3.3 Gap Analysis in Current Environmental Advocacy Research

In the evolving discourse of corporate sustainability and environmental advocacy, a meticulous analysis of the existing literature reveals certain gaps and avenues for further research. This section aims to delineate these gaps by scrutinizing recent scholarly contributions and proposing directions for future investigations.

The contemporary research landscape has witnessed a burgeoning interest in the interrelations between Corporate Social Responsibility (CSR) and sustainability. Meseguer-Sánchez et al. (2021) conducted a bibliometric analysis to understand the advancements in the scientific production in this domain and to delineate future research trajectories. The study highlighted a significant surge in research interest in this area, with the United States leading in publications and citations. Notably, the research underscored the necessity to focus on the social dimension of sustainability, particularly within the context of the Circular Economy, and to integrate the objectives outlined in the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals. This suggests a potential research gap in exploring the synergies between CSR initiatives and broader sustainability goals, particularly in the context of global agendas and frameworks.

Furthermore, the current environmental and socio-economic uncertainties have necessitated a reevaluation of corporate decision-making processes, with a particular focus on risk management systems and their interplay with sustainability management systems. Settembre-Blundo et al. (2021) addressed this knowledge gap by proposing a novel interpretative framework for analyzing organisational risk management strategies. The study introduced economic hermeneutics as a methodological tool to enhance the understanding of risk and to devise appropriate management strategies. This research opens up avenues for further exploration into the integration of risk management and sustainability management systems, and how these can influence business performance, especially from a theoretical standpoint.

Moreover, the role of Green Human Resource Management (GHRM) practices in fostering corporate sustainability has emerged as a focal point of recent research. Jamal et al. (2021) investigated the impact of various GHRM practices, such as green recruitment and selection, green pay and rewards, and green employee involvement, on corporate sustainability from the perspective of different industrial sectors in a developing country. Interestingly, the study found no significant association between green training and corporate sustainability, indicating a potential area for further research to understand this relationship's nuances and develop strategies to enhance the effectiveness of green training initiatives.

While these studies have significantly contributed to the existing body of knowledge, they also highlight several gaps and opportunities for further research. Firstly, there is a need to delve deeper into the social dimensions of sustainability, exploring how CSR initiatives can align with global sustainability goals and contribute to the realization of the 2030 Agenda for Sustainable Development. Secondly, the integration of risk management and sustainability management systems within corporate decision-making processes remains a relatively unexplored area, warranting further theoretical and empirical investigations. Lastly, the role of GHRM practices in enhancing corporate sustainability, particularly the effectiveness of green training initiatives, presents an opportunity for further research to develop nuanced insights and strategies to foster corporate sustainability.

4. AIMS OF THE STUDY

The study embarks on a critical journey to evaluate the effectiveness of corporate environmental initiatives that have been implemented in recent years. It seeks to unravel the intricacies of these initiatives, scrutinizing their structure, implementation strategies, and the tangible impacts they have had on the environment. This analysis is not confined to a mere assessment of the initiatives but extends to understanding the underlying motivations of corporations in adopting these strategies. It aims to discern whether a genuine commitment to environmental stewardship drives these initiatives or is merely adopted to enhance corporate image and stakeholder relations.

Furthermore, the study intends to delve deeply into the various strategies of environmental advocacy that corporations have adopted. It aims to

analyze the effectiveness of these strategies in fostering environmental conservation and sustainability. The study seeks to understand the nuances of these strategies, exploring how they have been implemented and how they have influenced corporate policies and actions towards environmental conservation. It intends to comprehensively analyse these strategies, evaluating their impact on the corporate sector and the broader environment.

Lastly, the study aspires to set the agenda for future research in the domain of environmental advocacy. Recognizing the dynamic nature of this field, it aims to identify the existing gaps in the current body of research and propose directions for future investigations. The study seeks to foster a collaborative approach to research in this area, encouraging scholars, practitioners, and policymakers to work together in advancing the discourse on environmental advocacy. It envisions a future where research in this field is characterized by innovation, inclusivity, and a shared commitment to fostering a sustainable and environmentally responsible corporate sector.

5. RESEARCH DESIGN

5.1 Strategy for Literature Search

In the contemporary research landscape, the strategy for literature search forms the backbone of any scholarly investigation, serving as the blueprint that guides the systematic identification, organization, and analysis of relevant studies. The meticulous crafting of a literature search strategy is pivotal in ensuring the robustness and credibility of the research, facilitating the comprehensive exploration of the existing body of knowledge on the chosen topic (Slattery, Saeri & Bragge, 2020).

The initial step in devising a literature search strategy is the formulation of clear and precise research questions, which serve as the guiding beacons throughout the search process. These questions should be intricately linked to the research objectives, aiming to address the gaps identified in the existing literature. The research questions should be formulated in a manner that allows for the systematic identification of relevant studies, encompassing various facets of the research topic (Wang et al., 2016).

Following the formulation of research questions, the next step is the selection of appropriate keywords and search terms. This process involves a thorough analysis of the existing literature, identifying the key terms and phrases that are commonly used in studies related to the research topic. The selection of keywords should be guided by a comprehensive understanding of the subject matter, ensuring that the search terms encompass the various dimensions of the research topic (Manzano-León et al., 2021).

The subsequent phase in the literature search strategy involves the development of a search protocol, which outlines the specific methods and techniques that will be employed in the search process. This protocol should detail the databases that will be searched, the time frame for the search, and the criteria for the inclusion and exclusion of studies. The development of a search protocol is a critical step in ensuring the systematic and organized conduct of the literature search, facilitating the identification of relevant studies with high precision and accuracy (Li et al., 2013).

5.1.1 Database Selection

The selection of databases is a critical component in the literature search strategy, dictating the scope and depth of the literature review. The choice of databases should be guided by the research questions, aiming to encompass a wide array of studies that address the various facets of the research topic. It is advisable to utilize multiple databases to ensure a comprehensive coverage of the literature, facilitating the identification of a diverse range of studies that offer varied perspectives on the research topic (Slattery, Saeri & Bragge, 2020).

In the context of research on corporate environmental advocacy, databases such as MEDLINE and Embase offer a rich repository of studies that span various disciplines, including environmental science, business, and social sciences. These databases provide access to a vast array of peer-reviewed articles, conference papers, and reports, offering a comprehensive overview of the existing literature on the chosen topic (Li et al., 2013).

Furthermore, the utilization of specialized databases such as the Cochrane Database of Systematic Reviews can provide access to high-quality

systematic reviews and meta-analyses, offering insights into the current trends and developments in the field of environmental advocacy. The selection of databases should also consider the inclusion of grey literature, which encompasses unpublished studies, reports, and theses, offering a more comprehensive view of the research landscape (Wang et al., 2016).

In addition to selecting databases, it is also essential to consider the search techniques employed in the literature search. These techniques should be outlined in the search protocol, detailing the specific methods that will be used to identify relevant studies. The use of Boolean operators, truncation, and wildcard characters can enhance the precision of the search, facilitating the identification of studies that closely align with the research objectives (Manzano-León et al., 2021).

In conclusion, the literature search and database selection strategy forms the cornerstone of any scholarly investigation, guiding the systematic identification and analysis of relevant studies. The meticulous crafting of a literature search strategy ensures the robustness and credibility of the research, facilitating a comprehensive exploration of the existing body of knowledge on the chosen topic. The selection of appropriate databases and the development of a detailed search protocol are pivotal in ensuring the success of the literature search, offering a blueprint for the systematic and organized conduct of the research.

5.1.2 Keyword Formulation

The formulation of precise keywords is a pivotal step in conducting a systematic literature review, especially when the focus is on multifaceted topics such as corporate environmental advocacy in the oil sector. Keywords serve as the linchpin in navigating the vast ocean of available data and pinpointing the most relevant and comprehensive set of literature. According to Baran-Kooiker et al. (2018), the development of Multi-Criteria Decision Analysis (MCDA) models, which are often based on literature reviews, necessitates the identification of the most important and relevant decision criteria. This process is akin to laying the foundation stone for a building, determining the direction and depth of the research.

In the context of our research, the keyword formulation process would entail the identification of terms that resonate with the core themes of corporate environmental responsibility, green initiatives, and environmental policies in oil exploration. Potential keywords could include 'Corporate Environmental Advocacy', 'Green Initiatives', 'Oil Exploration', 'Environmental Policies', and 'Major Corporations'. Integrating Boolean operators, such as "AND", can significantly enhance the search strategy by narrowing down the results to literature encompassing all the specified keywords, thereby filtering out unrelated content and focusing on the intersection of the selected terms. This strategy would pave the way for a robust literature search strategy, setting the stage for an insightful and comprehensive review.

5.1.3 Search Criteria Specification

Specifying search criteria is a critical component in orchestrating a systematic literature review. It guides researchers in sifting through the extensive body of literature to pinpoint the most relevant and credible sources. Baran-Kooiker et al. (2018) highlighted the importance of stakeholder input in assigning weights to criteria in MCDA models, indicating the necessity of a multi-stakeholder discussion on fundamental design and implementation strategies for developing these models.

In our research on corporate environmental advocacy in the oil sector, the specification of search criteria would entail a detailed outline of the parameters governing the selection of literature. The inclusion criteria could encompass peer-reviewed articles, publications within the last decade to ensure timeliness, literature published in reputable journals, and studies offering insights into the environmental advocacy efforts of major corporations in the oil sector. Concurrently, the exclusion criteria would serve to eliminate literature that falls outside the purview of the research focus, such as non-academic literature, studies not published in English, and literature that does not offer substantial insights into the environmental initiatives of corporations in the oil sector.

Moreover, the search criteria specification would also involve the selection of appropriate databases to conduct the literature search. Databases renowned for housing literature on environmental studies, corporate social responsibility, and oil sector developments would be targeted. Therefore, the meticulous specification of search criteria stands as a linchpin in the successful execution of a systematic literature review, facilitating a focused and insightful exploration of the research topic.

5.2 Criteria for Inclusion and Exclusion of Studies

In the process of orchestrating a systematic literature review, it is paramount to delineate clear criteria for the inclusion and exclusion of studies. This step is instrumental in ensuring that the review is anchored in credible, pertinent, and high-quality research, laying a robust study foundation. The following criteria have been proposed based on methodologies outlined in recent literature (Manzano-León et al., 2021; Hoang et al., 2021; Jandhyala, 2020; Zamani, 2022).

Only peer-reviewed articles and publications will be considered to uphold the credibility and reliability of the review, ensuring that the selected studies have undergone rigorous scrutiny by experts in the field (Zamani, 2022). The selected studies should primarily focus on corporate environmental advocacy in the oil sector, encompassing aspects such as environmental policies, green initiatives, and corporate social responsibility. Given the dynamic nature of the environmental advocacy landscape, preference will be given to studies published within the last decade to ensure the timeliness and relevance of the data (Manzano-León et al., 2021).

Furthermore, quantitative and qualitative studies will be included to provide a comprehensive view of the research area, encompassing statistical analyses and in-depth qualitative insights. On the flip side, certain exclusions need to be made to maintain the academic rigor of the review. Grey literature, including reports, white papers, and non-peer-reviewed articles, will be excluded. Studies not published in English will be omitted to avoid potential issues with translation and interpretation of data. Additionally, studies that do not focus on the environmental initiatives of corporations in the oil sector or do not offer substantial insights into the topic will be excluded. Lastly, studies with incomplete data or unclear methodologies will be excluded to ensure the reliability and validity of the review findings (Jandhyala, 2020).

The criteria outlined above are designed to streamline the literature review process, facilitating a focused and insightful exploration of the research topic. These criteria will serve as a beacon, guiding the selection of literature that offers substantial contributions to the field of corporate environmental advocacy in the oil sector.

5.3 Methodology for Data Extraction and Analysis

In the contemporary era of data-driven decision-making, the data extraction and analysis methodology stands as a cornerstone in the systematic literature reviews. This process not only delineates the pathway of assimilating pertinent data but also ensures the credibility and reliability of the findings presented in the review. This section elucidates the prevalently adopted methodologies in the data extraction and analysis phases of systematic literature reviews.

The initial step in the data extraction process is the meticulous selection of studies that align with the predefined criteria of the review. This is often facilitated through the development of study-based registers, which serve as repositories for storing reports of randomized controlled trials (RCTs) and other pertinent studies (Shokraneh & Adams, 2017). These registers are developed with a systematic methodology, ensuring the inclusion of studies that contribute valuable insights to the review. The development of such registers involves several steps including identifying necessity, rationale, and formulating strategies for the utilization and maintenance of the registers. The ultimate goal of establishing a study-based register is to facilitate the efficient production of systematic reviews, providing rapid yet accurate evidence for decision-makers (Shokraneh & Adams, 2017).

Once the relevant studies are identified, the data extraction phase commences. This phase involves a double-abstract review and data extraction as per protocol specifications, ensuring the assimilation of data that is both relevant and reliable (Kennedy-Martin et al., 2015). The data extracted often encompasses various parameters including the study populations' demographic, socioeconomic, and clinical characteristics. This data serves as the foundation for the analysis, providing a comprehensive view of the existing literature in the field.

The data analysis phase is characterized by a systematic approach to deciphering the extracted data. This often involves the computation of pooled prevalence estimates and their confidence intervals, utilizing statistical methods such as the Mantel-Haenszel method or the DerSimonian and Laird random-effects method, depending on the presence of heterogeneity in the data (Garrido-Miguel et al., 2019). Subgroup analyses may also be conducted to provide a more nuanced understanding of the data, allowing for the identification of trends and patterns that may not be apparent in the aggregate data.

Furthermore, the methodology adopted in the analysis phase ensures the external validity of the trial results. It is often observed that randomized controlled trial samples are highly selected and may not be representative of the real-world population, thus limiting the external validity of the trial results (Kennedy-Martin et al., 2015). Therefore, a critical aspect of the data analysis methodology is the assessment of the representativeness of the trial samples, ensuring that the findings of the review are applicable to a broader population.

Moreover, the methodology critically evaluates the existing literature, identifying gaps and areas where further research is warranted. This not only aids in the formulation of recommendations to improve external validity but also sets the stage for future research in the field, fostering a continual cycle of knowledge generation and dissemination.

In conclusion, the methodology for data extraction and analysis in systematic literature reviews serves as a linchpin in the generation of credible and reliable findings. Through a systematic approach to data extraction and a meticulous analysis of the extracted data, this methodology ensures the production of reviews that stand as valuable resources for decision-makers in the field. As the field continues to evolve, it is anticipated that the methodologies adopted in data extraction and analysis will continue to advance, fostering the generation of comprehensive and insightful reviews.

6. FINDINGS AND ANALYSIS

6.1 Synopsis of Corporate Initiatives in Environmental Advocacy

In recent years, the corporate sector has increasingly recognized its role in spearheading environmental advocacy, focusing on sustainable policy initiatives and developing green corporate images. This shift is evident in various industries, including the palm oil sector, banking, healthcare, and apparel manufacturing. This section synthesizes the notable corporate initiatives that have been instrumental in fostering environmental advocacy.

The palm oil industry, a significant player in the Southeast Asian economy, has been under scrutiny due to its environmental impacts, particularly concerning deforestation and the loss of high carbon stock forests. In response to these challenges, corporations have initiated policies emphasizing 'zero burn', 'no deforestation', and 'no planting on peatlands'. These initiatives aim to mitigate the adverse environmental impacts associated with palm oil production, fostering a more sustainable approach to land use and landscape transition (Padfield et al., 2016).

In the banking sector, green initiatives have emerged as a pivotal strategy to enhance green brand image and foster trust among stakeholders. Indian banks, for instance, have been actively involved in developing green products and incorporating green processes in their daily operations. These initiatives, coupled with green corporate social responsibility (CSR) programs, have significantly contributed to building a green economy, with over 60% of respondents in a study affirming the positive impact of green banking initiatives on restoring customer trust through an enhanced green brand image (Sharma & Choubey, 2022).

Furthermore, the healthcare sector has not been left behind in this green revolution. Hospitals are increasingly focusing on reducing their carbon footprint by promoting pro-environmental behaviors (PEB) among employees. Corporate social responsibility (CSR) initiatives in this sector have been found to influence PEB directly and indirectly, with environmental-specific transformational leadership mediating. Moreover, the integration of altruistic values in these initiatives has been identified as a significant factor in guiding environment-specific behaviors of employees, thereby helping to improve the environmental footprint of healthcare institutions (Deng et al., 2022).

The apparel sector, particularly in developing countries like Bangladesh, is also embracing environmental corporate social responsibility (ECSR) as a means to build a green corporate image and gain a green competitive advantage. This sector has recognized the critical role of ECSR dimensions in fostering organizational sustainability, thereby contributing to the holistic understanding of the green concerns in the business world. The integration of ECSR, green corporate image, and green competitive advantage has been highlighted as a proactive managerial strategy for ensuring the survival and sustainability of the apparel sector (Alam & Islam, 2021).

In conclusion, corporate initiatives in environmental advocacy have evolved to become a cornerstone in fostering sustainable business

practices across various sectors. These initiatives, characterized by the development of green products, the promotion of pro-environmental behaviors, and the implementation of green CSR programs, are instrumental in building green corporate images and fostering green competitive advantages. As corporations continue to navigate the complexities of the contemporary business environment, integrating sustainable policy initiatives and green strategies will remain a critical focus in pursuing environmental advocacy and corporate sustainability.

6.2 Evaluation of the Impact of Environmental Advocacy on Oil Exploration

The oil exploration sector has been under scrutiny in recent years due to its significant environmental footprint. The industry has been urged to adopt more sustainable practices, with environmental advocacy playing a pivotal role in this transformation. This section evaluates the impact of environmental advocacy on oil exploration, drawing insights from recent literature.

Environmental advocacy has emerged as a potent force influencing the trajectory of oil exploration, particularly in Africa, a continent rich in oil reserves. Adeola et al. (2022) delve into the socio-economic implications and environmental impacts of crude oil exploration in Africa. The authors highlight that the continent has historically suffered from conflicts arising from the uneven redistribution of crude oil revenue and severe environmental pollution. The study underscores the unethical practices by some multinational oil corporations, which have spurred social movements against them by host communities and human rights groups. The authors advocate for ethical and sustainable practices to minimize negative impacts and enhance the quality of life in affected communities (Adeola et al., 2022).

In Malaysia, the focus has been on improving waste management practices within the petroleum industry. Lodungi et al. (2016) emphasize the necessity of aligning waste management practices with legislation and regulations to mitigate environmental harm. The study suggests that enhancing waste management practices can foster sustainable development by preserving Malaysia's assets and promoting effective control of waste in the petroleum refining industry (Lodungi et al., 2016).

The environmental challenges of the oil and gas sector are not confined to Africa and Malaysia. In Kazakhstan, the oil and gas sector has exerted intense, diverse, and large-scale impacts on the environment. Alimbaev et al. (2020) discuss the anthropogenic effects on the environment, noting that new hydrocarbon raw material deposits have led to significant environmental changes, including alterations in soil properties and disruptions to the hydrological regime of territories. The authors call for implementing fundamental tasks to address the industry's environmental problems (Alimbaev et al., 2020).

Furthermore, the Niger Delta area, a significant hub for petroleum exploration, has witnessed environmental degradation due to oil exploration activities. Offiong et al. (2018) highlight the conflicts arising from environmental pollution in native settlements where oil and gas are produced. The study points to ineffective risk communication and policy implementation as contributing factors to the environmental and health risks faced by native residents. The authors suggest that addressing pollution, poverty, and conflict comprehensively can mitigate agitations and restiveness in the region (Offiong et al., 2018).

In conclusion, environmental advocacy has significantly influenced oil exploration practices globally. The advocacy efforts have shed light on oil exploration's environmental and socio-economic implications, urging the industry to adopt more sustainable and ethical practices. The studies reviewed herein underscore the necessity of aligning oil exploration activities with environmental conservation efforts to foster sustainable development and enhance the quality of life in communities affected by oil exploration activities.

6.3 Projections and Forecasts for Environmental Conservation in the Oil Sector

In recent years, the oil sector has been at the epicenter of environmental conservation discussions. The industry has been grappling with the need to balance economic growth with sustainable environmental practices. As we venture further into the 21st century, projections and forecasts have become vital tools in shaping this sector's environmental conservation trajectory.

The significance of considering adaptive genetic variations in climate change vulnerability assessments cannot be understated. Razzgour et al.

(2019) emphasize the necessity of incorporating local adaptations when forecasting species vulnerability and extinction risks under the changing climate. Their research suggests that acknowledging adaptive genetic variations can potentially reduce range loss projections, albeit increasing the potential for interspecies competition. This approach underscores the importance of identifying the climate-adaptive potential of populations and enhancing landscape connectivity to facilitate the spread of adaptive genetic variations (Razzgour et al., 2019).

Furthermore, the oil sector's influence extends to other industries, including agriculture. For instance, the palm oil production in Malaysia has witnessed a significant shift towards production and value addition of palm oil products for export, driven by global demand. Otieno et al. (2016) utilized a systems dynamism modeling tool to simulate and project the potential balance between palm oil production and forest conservation in Malaysia without compromising social welfare. Their findings indicate that strategies reducing environmental damage offer the best chance for optimizing the palm oil economy while minimizing forest loss (Otieno et al., 2016).

In a startling revelation, Supran et al. (2023) assessed ExxonMobil's global warming projections, finding a discrepancy between the company's internal climate projections and their public statements. Despite the company's accurate internal forecasts of global warming trajectories, their public communications contradicted the data, misleading the public about the potential impacts of fossil fuel usage on climate change (Supran et al., 2023).

Looking ahead, the transportation sector, a significant consumer of oil products, is also undergoing transformations in carbon emission forecasting. Huang et al. (2022) proposed a novel method for forecasting carbon emissions based on the environmental Kuznets curve hypothesis and a nonlinear multivariate grey model. This approach, which considers economic, demographic, and energy factors, promises higher prediction accuracy, offering insights into the future trends of carbon emissions in the transportation sector (Huang et al., 2022).

In conclusion, the projections and forecasts for environmental conservation in the oil sector are multifaceted, encompassing climate change vulnerability assessments, sustainable agricultural practices, corporate responsibility, and innovations in carbon emission forecasting. These studies collectively underscore the urgent need for a concerted effort towards environmental conservation in the oil sector, paving the way for a sustainable future.

7. CONCLUSION AND POLICY RECOMMENDATIONS

7.1 Recapitulation of Principal Findings

In the contemporary era, the corporate sector finds itself at a critical juncture where the imperatives of economic growth and environmental conservation are converging. The journey through various case studies and analyses has revealed a rich tapestry of efforts, strategies, and initiatives that corporations globally are undertaking to foster a culture of environmental responsibility and sustainability. This section seeks to encapsulate the principal findings derived from the comprehensive analysis presented in the preceding sections, thereby paving the way for informed policy recommendations.

The case studies presented in the initial sections delineated a vivid panorama of corporate environmental initiatives across different geographical locations and sectors. From the hospitality industry in Malaysia to the swine farms in Northern Italy, corporations are increasingly recognizing the intrinsic link between their operations and the environment. In China, the corporate sector's engagement in environmental, social, and governance (ESG) initiatives has emerged as a potent catalyst for fostering innovative performance and sustainability. These case studies underscore a global shift towards a more environmentally responsible corporate sector, characterized by green innovation and a commitment to sustainable practices.

The gap analysis in the current environmental advocacy research highlighted several avenues for further exploration. The burgeoning interest in the interrelations between Corporate Social Responsibility (CSR) and sustainability has paved the way for a more nuanced understanding of the social dimensions of sustainability. Moreover, the integration of risk management and sustainability management systems within corporate decision-making processes remains a relatively unexplored area, warranting further theoretical and empirical investigations. The role of Green Human Resource Management (GHRM)

practices in enhancing corporate sustainability, particularly the effectiveness of green training initiatives, presents an opportunity for further research to develop nuanced insights and strategies to foster corporate sustainability.

The aims of the study delineated a critical pathway for evaluating the effectiveness of corporate environmental initiatives. The study sought to unravel the intricacies of these initiatives, scrutinizing their structure, implementation strategies, and the tangible impacts they have had on the environment. Furthermore, it envisioned a future where research in the field of environmental advocacy is characterized by innovation, inclusivity, and a shared commitment to fostering a sustainable and environmentally responsible corporate sector.

The research design section elucidated the strategies for literature search, database selection, and keyword formulation, which form the backbone of any scholarly investigation. The meticulous crafting of a literature search strategy ensures the robustness and credibility of the research, facilitating a comprehensive exploration of the existing body of knowledge on the chosen topic. The selection of appropriate databases and the development of a detailed search protocol are pivotal in ensuring the success of the literature search, offering a blueprint for the systematic and organized conduct of the research.

The criteria for inclusion and exclusion of studies delineated clear guidelines for selecting credible and pertinent research, thereby ensuring the reliability and validity of the review findings. The methodology for data extraction and analysis outlined a systematic approach to deciphering the extracted data, fostering the generation of reviews that are both comprehensive and insightful.

The findings and analysis section synthesized notable corporate initiatives in environmental advocacy across various sectors, including the palm oil industry, banking, healthcare, and apparel manufacturing. These initiatives have been instrumental in fostering environmental conservation and sustainability, building green corporate images, and fostering green competitive advantages. Moreover, the section evaluated the impact of environmental advocacy on oil exploration, highlighting the necessity of aligning oil exploration activities with environmental conservation efforts to foster sustainable development and enhance the quality of life in communities affected by oil exploration activities.

Lastly, the projections and forecasts for environmental conservation in the oil sector underscored the urgent need for a concerted effort towards environmental conservation in the oil sector, paving the way for a sustainable future. The studies reviewed herein highlighted the significance of considering adaptive genetic variations in climate change vulnerability assessments, sustainable agricultural practices, corporate responsibility, and innovations in carbon emission forecasting.

As we stand on the cusp of a new era in corporate environmental advocacy, it is imperative to glean insights from the rich tapestry of initiatives and strategies that have been undertaken globally. The journey through various case studies and analyses has revealed a burgeoning commitment to fostering a culture of environmental responsibility and sustainability within the corporate sector. This commitment is manifested in many ways, from adopting green initiatives in the hospitality industry to implementing sustainable practices in the oil sector.

The corporate sector finds itself at a critical juncture where the imperatives of economic growth and environmental conservation are converging. The global shift towards a more environmentally responsible corporate sector is characterized by green innovation and a commitment to sustainable practices. This shift is not confined to a specific geographical location or sector but is a global phenomenon, encompassing hospitality and agriculture industries.

The burgeoning interest in the interrelations between Corporate Social Responsibility (CSR) and sustainability has paved the way for a more nuanced understanding of the social dimensions of sustainability. The integration of risk management and sustainability management systems within corporate decision-making processes remains a relatively unexplored area, warranting further theoretical and empirical investigations. Moreover, the role of Green Human Resource Management (GHRM) practices in enhancing corporate sustainability, particularly the effectiveness of green training initiatives, presents an opportunity for further research to develop nuanced insights and strategies to foster corporate sustainability.

The study embarked on a critical journey to evaluate the effectiveness of corporate environmental initiatives, seeking to unravel the intricacies of

these initiatives and scrutinize their structure, implementation strategies, and the tangible impacts they have had on the environment. The analysis extended to understanding the underlying motivations of corporations in adopting these strategies, discerning whether a genuine commitment to environmental stewardship drives these initiatives or is merely adopted to enhance corporate image and stakeholder relations.

Furthermore, the study delved deeply into the various strategies of environmental advocacy adopted by corporations, analyzing their effectiveness in fostering environmental conservation and sustainability. The study sought to understand the nuances of these strategies, exploring how they have been implemented and the extent to which they have influenced corporate policies and actions towards environmental conservation. It aimed to comprehensively analyse these strategies, evaluating their impact on the corporate sector and the broader environment.

This study aspired to set the agenda for future research in the domain of environmental advocacy. Recognizing the dynamic nature of this field, it aimed to identify the existing gaps in the current body of research and propose directions for future investigations. The study sought to foster a collaborative approach to research in this area, encouraging scholars, practitioners, and policymakers to work together in advancing the discourse on environmental advocacy. It envisioned a future where research in this field is characterized by innovation, inclusivity, and a shared commitment to fostering a sustainable and environmentally responsible corporate sector.

In conclusion, the journey through the landscape of corporate environmental advocacy has revealed a rich tapestry of efforts, strategies, and initiatives shaping the global environmental conservation trajectory. As we venture further into the 21st century, it is imperative that corporations continue to foster a culture of environmental responsibility and sustainability, balancing the imperatives of economic growth with the urgent need for environmental conservation. The projections and forecasts for environmental conservation in the oil sector underscore the urgent need for a concerted effort towards environmental conservation, paving the way for a sustainable future.

As we stand at this critical juncture, it is incumbent upon policymakers, industry stakeholders, and the broader community to work collaboratively to foster a sustainable and environmentally responsible corporate sector. The insights gleaned from this study serve as a beacon, guiding the way towards a future characterized by innovation, inclusivity, and a shared commitment to environmental stewardship.

7.2 Policy Recommendations for Enhancing Corporate Environmental Advocacy

The urgency to foster a sustainable and environmentally responsible sector cannot be overstated in the contemporary corporate landscape. The insights gleaned from the preceding sections serve as a fertile ground to cultivate robust and actionable policy recommendations. Here, we propose a series of policy recommendations that resonate with the primary goal of nurturing environmental conservation and sustainability in the corporate sector.

7.2.1 Strengthening Regulatory Frameworks and Transparency in Environmental Reporting

Governments and international organizations should spearhead developing and enforcing stringent regulatory frameworks that compel corporations to adhere to sustainable practices. These frameworks should encapsulate guidelines on waste management, carbon emissions, and the judicious utilization of natural resources, fostering a culture of compliance and accountability within the corporate sector. Concurrently, corporations should be mandated to maintain transparency and accountability through regular and detailed environmental reporting, thereby nurturing a culture of openness and responsibility in the corporate arena.

7.2.2 Promotion of Green Innovation and Encouraging Research and Development

Corporations should be incentivized to delve into green innovation, exploring novel pathways to diminish their environmental footprint. This endeavor can be facilitated through incentives such as tax reliefs and grants for corporations actively engaged in the research and development of green technologies and sustainable practices. Furthermore, governments and industry stakeholders should cultivate an environment that encourages continuous research and development in the field of

environmental conservation, fostering a culture of innovation and knowledge generation within the sector.

7.2.3 Enhanced Corporate Social Responsibility (CSR) Initiatives and Public Awareness

Corporations should be encouraged to weave comprehensive CSR initiatives into their business strategies, fostering a genuine commitment to environmental stewardship and community development. Alongside, corporations should undertake initiatives aimed at elevating public awareness about environmental conservation, developing educational programs and campaigns that accentuate the importance of environmental stewardship and the pivotal role corporations can play in nurturing a sustainable future.

7.2.4 Development of Green Human Resource Management (GHRM)

Corporations should be urged to foster GHRM practices that instill a culture of environmental responsibility among employees. This initiative should encompass the implementation of green training programs, the promotion of energy-efficient practices, and the encouragement of employee participation in environmental conservation initiatives.

7.2.5 Collaborative Efforts with Stakeholders and Sustainable Supply Chain Management

Corporations should endeavor to foster collaborative relationships with diverse stakeholders, including governments, non-governmental organizations, and communities. These collaborations could facilitate the exchange of knowledge and best practices, fostering a collective approach to addressing environmental challenges. Concurrently, corporations should be encouraged to adopt sustainable supply chain management practices, integrating environmental considerations into supplier selection and management, thereby fostering a sustainability chain that transcends individual corporations' boundaries.

In conclusion, these policy recommendations aspire to cultivate a corporate sector that embodies a genuine commitment to environmental conservation and sustainability. Through the diligent implementation of these policies, it is anticipated that corporations will metamorphose into active agents of change, collaboratively steering the helm towards a sustainable and environmentally responsible future.

7.3 Prospects and Future Directions in Environmental Advocacy

The trajectory of environmental advocacy in the corporate sector is poised to undergo significant transformations in the coming years. As underscored in the preceding sections, the contemporary corporate landscape is characterized by a burgeoning awareness of corporations' critical role in fostering environmental sustainability. This awareness is manifested in myriad initiatives spanning various sectors, including the oil industry, healthcare, banking, and apparel manufacturing. These initiatives, characterized by a focus on green innovation, sustainable practices, and corporate social responsibility, herald a new era of environmental advocacy grounded in a commitment to fostering a sustainable and environmentally responsible corporate sector.

As we venture further into the 21st century, it is anticipated that environmental advocacy will continue to evolve, adapting to the changing dynamics of the corporate landscape. One of the critical areas of focus will be the development and implementation of robust regulatory frameworks that mandate corporations to adhere to sustainable practices. These frameworks will serve as a blueprint for corporate sustainability, fostering a culture of compliance and accountability within the sector. Moreover, the promotion of green innovation will emerge as a pivotal strategy for corporations seeking to reduce their environmental footprint. This will be facilitated by developing green products and implementing energy-efficient practices, fostering a culture of innovation and sustainability within the corporate sector.

Furthermore, the role of collaborative efforts in fostering environmental advocacy cannot be understated. Corporations will be encouraged to foster collaborative relationships with various stakeholders, facilitating the sharing of knowledge and best practices. This collaborative approach will be instrumental in addressing the complex and multifaceted challenges that characterize the environmental landscape, fostering a collective approach to environmental conservation.

In conclusion, the prospects and future directions in environmental advocacy are characterized by a commitment to fostering a corporate sector that is both sustainable and environmentally responsible. Through

a concerted effort that encompasses regulatory frameworks, green innovation, and collaborative efforts, it is envisaged that the corporate sector will emerge as a potent force in the global effort to foster environmental conservation and sustainability. This trajectory represents a promising pathway towards a future where corporations are active agents of change, working collaboratively to foster a sustainable and environmentally responsible world.

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