Components of Overall Business Performance

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Abstract

Business performance remains at the heart of the concerns of many management researchers. Today the notion of performance goes beyond the financial dimension, it thus becomes a multidimensional concept that integrates different dimensions to define it: It is about overall performance. In fact, according to Baret (2013) Overall Business Performance (OBP) is “the aggregation of economic, social and environmental performance”. In the managerial literature, OBP is designated to assess companies' implementation of the concept of sustainable development (Loulid, 2020; Bakkali, 2021; Seville 2021). This research aims to define the components of Overall Business Performance by utilizing a systematic literature review as the research methodology. Indeed, we noticed a notable lack in terms of conceptualization of the notion of OBP and that researchers seemed to define this performance in the same way, starting from the definition developed by Reynaud in 2003. By referring to the Reynaud model (2003) on one hand and the logic of the TBL (Triple Bottom Line, 1994) on the other, we have defined the three dimensions of overall business performance: the economic/financial dimension, the social dimension and the environmental dimension. We estimated that the notion of Financial Performance (FP) does not present an ambiguity unlike Social Performance (SP) and Environmental Performance (EP). Referring again to the logic of Reynaud, we have grasped equal treatment, good working conditions and compliance with labor legislation and regulations as components of social performance. Knowing that for the working condition dimension, we started from the definition adopted by Guillot-Soulez (2017) emphasizing that good working conditions are a favorable environment that protects the employee from accidents at work and Occupational Diseases (OD). So to better understand the concept, we deployed the working condition component in Work Accidents (WA) and occupational diseases, to finally obtain four components of social performance. And we have considered Resources Consumption (RC) and the Waste Management (WM) as two components of the Environmental Performance (EP) since we have seen that the safety of installations and the safety of products are already integrated into the "working condition" component of social performance.

Keywords: Conceptualization, Dimensions, Performance