The Ecosystem Supporting Corporate Social Responsibility Practices for Industrial Organizations in Thailand in Alignment with the Sustainable Development Goals (SDGs)

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Abstract

Corporate social responsibility (CSR) plays a pivotal role in advancing sustainable development, making it an essential mission for organizations committed to societal and environmental progress. This study aims to analyze the ecosystem that supports CSR practices within industrial organizations in Thailand and examine how these practices contribute to achieving the Sustainable Development Goals (SDGs). A qualitative approach was employed, gathering data through focus groups and in-depth interviews with CSR executives from organizations recognized with the Prime Minister's Industry Award for Corporate Social Responsibility between 2018 and 2022. 17 representatives from 17 organizations participated in the study. Content analysis was used to process the data. The findings reveal that the ecosystem facilitating CSR operations consists of interconnected internal and external components. The internal ecosystem encompasses leadership commitment, well-defined policies, resource allocation, designated personnel, and innovation and technology integration. The external ecosystem involves collaboration with network partners and adherence to established CSR standards and practices. Moreover, CSR initiatives were found to drive progress across all five dimensions of sustainability—people, prosperity, planet, peace, and partnerships—aligned with the SDGs. These insights provide actionable guidance for industrial organizations, other sectors, and entities responsible for promoting CSR. Organizations can effectively align their operations with sustainable development goals by leveraging and enhancing the identified ecosystem components.

Keywords: social issue, sustainability, leadership, policy, partnership