

REVIEWER'S REPORT

Manuscript No.: IJAR-50794

Date: 27-03-2025

Title: Incorporating the Green agenda into Organizations: A practitioner perspective

Recommendation:

Accept as it is.....**YES**.....
 Accept after minor revision.....
 Accept after major revision
 Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Tahir Ahmad

Reviewer's Decision about Paper: Recommended for Publication.

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

The paper titled "Incorporating the Green Agenda into Organizations: A Practitioner Perspective" provides a well-structured and insightful exploration of the integration of sustainability into corporate strategy and operations. The discussion is well-grounded in existing literature, balancing theoretical perspectives with practical applications.

Abstract

The abstract effectively summarizes the **central theme** of the paper, highlighting how corporations have integrated sustainability while maintaining financial performance. The **dual focus on business results and environmental responsibility** is well-articulated, aligning with both **stakeholder expectations and academic discourse**. The research intent is clearly outlined, with a structured approach to studying the evolution of sustainability practices in organizations.

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Keywords

The selected keywords—**ESG, environment, management, green, eco-friendly**—are highly relevant and capture the **core aspects** of the paper.

Introduction

The introduction successfully **sets the stage for the discussion**, offering a strong rationale for incorporating green initiatives into corporate strategies. The references to **ozone layer depletion, global warming, and renewable energy** provide a **broader environmental context**, reinforcing the urgency of sustainable business practices. The contrast between **genuine environmental responsibility and superficial CSR activities** (such as planting trees while polluting rivers) is well-articulated, making a **compelling argument for systemic integration of sustainability** across business functions. Additionally, the **critical approach** to positioning sustainability as a **management discipline** adds depth to the discussion.

Literature Review

The literature review provides a **comprehensive overview** of environmental concerns linked to corporate operations, such as **air pollution, waste disposal, and climate modification**. The discussion on the **interchangeability of terms** like 'green,' 'sustainability,' and 'eco-friendly' is insightful, clarifying the **broad scope** of environmental initiatives.

The paper effectively addresses the **need for a green corporate philosophy**, citing various scholars to support the argument that **environmental considerations should be embedded in decision-making**. The **threefold criteria** for assessing a company's green commitment—**product, technology, and business ethics**—are well-structured and provide a practical framework for evaluating corporate sustainability efforts. The **emphasis on sustainability audits and environmental policies** further strengthens the discussion, reinforcing the idea that green initiatives should be an integral part of business operations rather than an afterthought.

Overall Evaluation

This paper presents a **well-researched, structured, and thought-provoking analysis** of green integration in corporate settings. It effectively blends **theoretical insights with real-world implications**, making it relevant for both academics and practitioners. The argumentation is

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coherent, well-supported by literature, and critically engaging, ensuring that the discussion remains both analytical and practical.