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MEASURING THE INFLUENCE OF ENVIRONMENTAL SUSTAINABILITY PRACTICES ON THE CARBON FOOTPRINT OF ORGANIZATIONS: A QUANTITATIVE ANALYSIS

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ABSTRACT

This research addresses the pressing issue of environmental sustainability in organizations, focusing on "Measuring the Influence of Environmental Sustainability Practices on the Carbon Footprint of Organizations." The study aims to fill a significant knowledge gap by conducting a thorough quantitative examination to understand the ways in which the adoption of sustainability practices in diverse companies influences their carbon footprint. The research not only examines the impact but also investigates the relationship between sustainability practices and organizational carbon footprints, particularly within the context of universities in Jamshoro. To achieve objectives, data were meticulously collected from 120 Individuals by structured questionnaires, employing five-point Likert scales for evaluation. Subsequently, robust statistical analyses were performed using SPSS and PLS software, providing a comprehensive exploration of the collected data. Preliminary findings reveal a favorable relationship between organization size and sustainability practices, emphasizing the positive impact of such practices on carbon footprints. The study further explores how sustainability practices integrate into organizational structures, the factors influencing their acceptance, and their implications for organizational size and expansion. These results illuminate the critical interaction between organizational practices and environmental sustainability, carrying far-reaching consequences for both academic discourse and business operations. This research significantly contributes to the existing body of knowledge by quantifying correlations and providing useful information to encourage environmentally conscious business practices. It underscores the importance of proactive measures in mitigating organizational carbon footprints, emphasizing the need for sustainable approaches in organizational operations.

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INTRODUCTION

Growing environmental concerns and the pressing need to address climate change are making organizations worldwide realize how important it is to integrate sustainability into their basic business activities (Sarfraz et al., 2023). In order to examine correlations and the frequency of ESP adoption, this article examines the complex link between Environmental Sustainability Practices (ESPs) and a company's decrease of its carbon footprint. Organizations are under increasing pressure not just to embrace sustainability but also to show its concrete effects as the urgency of addressing climate change increases globally. The research focuses on how organization size affects ESP adoption and its efficacy in lowering carbon footprints in an effort to close the gap between sustainability rhetoric and quantifiable effects. Through illuminating this intricate relationship, the study seeks to inform policy decisions and promote a more environmentally conscious and sustainable global community.

Concerns about climate change and environmental sustainability have grown in recent years, drawing a lot of attention to the idea of lowering an organization's carbon footprint. Scholarly investigations have highlighted the significance of measuring and reducing an entity's greenhouse gas emissions (Gao et al., 2013). Several methods and approaches have been studied in order to lower an organization's carbon emissions (Khaskhely et al., 2022). These include using energy-efficient technology, switching to renewable energy sources, and changing how things are run. This research examines the definition of sustainability, the significance of each in today's society, and the links between green HRM practices and sustainability. Companies are starting to prioritize green HRM and sustainability more (Aggarwal et al., 2023). The HR division is in a great position to assist in creating and executing green initiatives. "Green" challenges are becoming more and more significant within enterprises.

Temperatures are rising globally as a direct result of global warming, a major problem. The average global temperature has increased dramatically over the last century, and this trend is expected to continue quickly, with a number of implications, including severe weather events and increasing sea levels (Awanthi and Navaratne, 2018). The rising emissions of greenhouse gases (GHGs) are one of the main contributors to global warming. By the end of the century, these emissions are predicted by climate models to cause further temperature rises. According to Cianconi et al. (2020), scientists have high confidence that human activity

is mostly to blame for climate change, which includes warming seas and increasing sea levels. Lowering GHG emissions is necessary to fight global warming. A critical first step in comprehending and resolving the problem is quantifying GHG emissions resulting from diverse human activities. A mechanism for evaluating and directing emission reduction initiatives is introduced: carbon footprinting. The definition of "carbon footprint" is the total quantity of greenhouse gases (GHG) generated by an organization's operations expressed as a representation of the impact on climate. It is determined by evaluating the organization's overall GHG emissions from all of its sources (Robinson et al., 2015). Because of their smaller size and organizational design, SMEs may incorporate sustainability into their company operations with certain benefits. They can get their employees more involved in and knowledgeable about corporate social responsibility (CSR) by including CSR issues in how they make decisions and how their company works (Pfajfar et al., 2022). The scale of an organization has a big impact on sustainability initiatives. While smaller firms might be more adaptable in implementing sustainable ideas, but larger organizations could have more extensive operations and resources. There is a complicated link between environmental performance and organizational size. Organizations strive to strike a balance between economic success and environmental responsibility because environmental sustainability is a crucial component of overall sustainability. Green HRM methods, such as hiring people with environmental competence and encouraging an environmentally conscious culture, are presented as ways to advance environmental sustainability within firms (Purvis et al., 2019). These lines provide a general summary of the topics covered in relation to global warming, greenhouse gas emissions, carbon foot printing, the significance of environmental sustainability within companies, and the role that organizational scale has in sustainability.

Concerns about climate change and environmental sustainability have grown in recent years, drawing a lot of attention to the idea of lowering an organization's carbon footprint. Studies conducted in this field have shown the significance of measuring and reducing an entity's greenhouse gas emissions. Research has examined several approaches and measures, such as implementing energy-efficient technology, adopting renewable energy sources, and altering operational procedures with the objective of mitigating an entity's carbon emissions. Green HRM is the use of HRM principles to promote environmentally conscious behavior and the sustainable use of resources inside businesses, both of which increase employee satisfaction and morale. Mousa and Othman (2020) examine the definition of sustainability, the significance of each in today's society, and the links between green HRM practices and sustainability. Companies are starting to prioritize green HRM and sustainability. According to Awwad Al-Shammari et al. (2022), The HR division is in a perfect position to assist with creating and applying green programmers. The importance of "green" concerns in corporations is rising.

The research literature stresses the need for practical solutions that could lead to measurable drops in emissions, which is an important research variable. From the perspective of sustainability and lowering carbon footprints, organizational size is an important variable. Larger firms often have more extensive activities, which may lead to increased carbon emissions, according to research. Bigger companies could, however, also be better equipped to carry out sustainability measures due to their increased resources and skills. Research has looked at the intricate interactions that exist between environmental performance and organizational size. While bigger firms may have a higher potential to achieve significant reductions in their carbon footprints via economies of scale and resource allocation, smaller organizations may be more adaptable in adopting sustainable practices (Ercantan and Eyupoglu, 2022). As a general term, sustainability includes a range of aspects, such as social, economic, and environmental sustainability. Environmental sustainability is a top priority in the context of this study (Purvis et al., 2019).

The literature emphasizes how crucial it is to incorporate sustainability concepts into the broader strategy and culture of a business. Sustainable businesses recognize that minimizing environmental effects is a necessary condition for long-term survival and strive to strike a balance between environmental responsibility and financial success. Sustainability frameworks, indicators, and strategies have all been the subject of research and are important to comprehend the environment in which green HRM practice’s function. According to Lülfs and Hahn (2013), "green HRM practices" are a particular collection of HRM tactics and interventions intended to advance environmental sustainability within a company. According to Muthuswamy (2023), these strategies include hiring people with environmental experience, offering green training and development, putting performance rating methods in line with sustainability objectives, and encouraging an environmentally conscious culture among staff members. The literature on green human resource management techniques highlights how these practices may encourage sustainability activities and lessen an enterprise's carbon footprint. Studies have looked at the uptake, efficiency, and obstacles related to these activities. The scholarly study has examined the link between an organization's size and how well green human resource management (HRM) policies reduce its carbon footprint (Kuo et al., 2022).

The organization's carbon footprint has a significant impact on the success of green human resource management techniques. A large carbon footprint encourages the development of more robust green HRM practices, raises public awareness of sustainability, and directs funding into sustainability initiatives. The carbon footprint links green human resource management to these aims and acts as a standard for emission reduction targets. Precise measurement and reporting are required due to stakeholder scrutiny and reporting obligations, and a large carbon footprint may start a culture change that encourages sustainable principles and innovation. Green HRM practices also assist firms in mitigating regulatory and reputational concerns as well as responding to stakeholder demand. The research emphasizes how many factors interact, including an organization's size, sustainability, organizational carbon footprint, and green human resource management practices. Determining the effect of green HRM on lowering carbon footprints requires an understanding of these linkages. This study sheds light on the intricate relationships between sustainability initiatives and various organizational sizes. The theoretical framework of the study is given in Figure 1.

Research Gap

Future studies must provide methods and a streamlined tool for figuring out how much carbon higher education institutions or universities are emitting. The goal is to get results that are similar to those at other universities and to find and evaluate all possible ways to lower emissions (Valls-Val and Bovea, 2021). However, evaluations tailored to instructional activities have not been conducted. Therefore, this research closes this gap and provides insightful information that will be useful in determining how environmental sustainability strategies affect the carbon footprint of companies at the universities of Jamshoro. The assessment of

the literature emphasizes how little research has been done on sustainability, organization size, and carbon footprint at universities, especially in developing nations like Pakistan. This study closes this knowledge gap and offers insightful information that management can use to enhance environmental sustainability practices in Pakistani enterprises.

Objectives

The specific objectives are as follows:

1. To empirically examine the relationship between Organizational Carbon Footprint and Sustainability.
2. To investigate the association between Organizational Size and Sustainability.

Research Hypothesis

These hypotheses propose to examine the effects of various organizational cultures and employee engagement philosophies on workforce productivity.

1. Hypothesis 1: Organizational Carbon Footprint is positively and significantly related to sustainability.
2. Hypothesis 2: Organizational Size is positively and significantly related to sustainability.

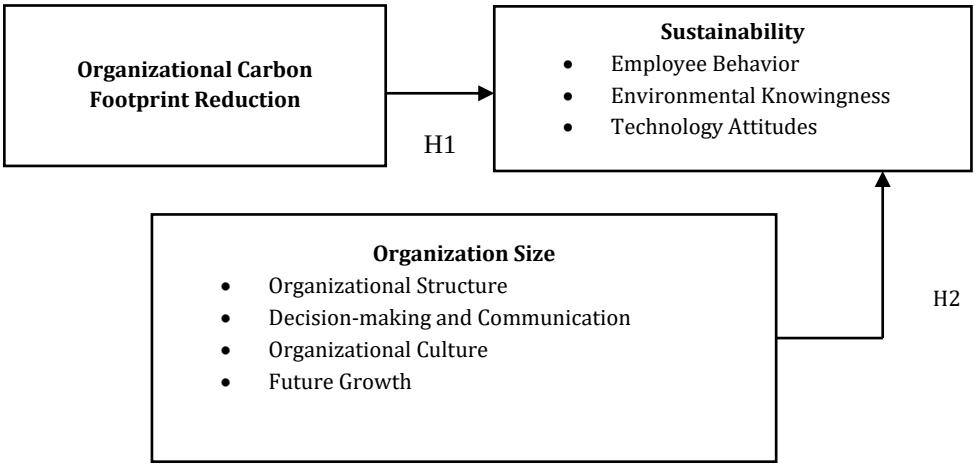

Figure 1. Theoretical framework.

METHODOLOGY

In order to collect data for this study, both primary and secondary research techniques were used. Secondary sources included books, research papers, journals, and publications that could be found in libraries and online. For the primary data collection, participants in the research were employees of Jamshoro's universities in Sindh, Pakistan. Non-probability methods, such as convenience and quota sampling, were used to obtain the data. There were two components to the survey. The participants' demographic information was gathered in the first portion, and their opinions on the study's numerous variables, such as organizational carbon footprint, organizational size, and sustainability were gauged in the second. To evaluate organizational carbon footprint, we used 10 items from Tourangeau et al.'s (2016) study. For the organizational size variable, 11 items have been taken from Wisdom et al. (2013) research and measured sustainability using 17 items adapted from Michalos et al. (2011). A total of 250 closed-ended questionnaires were distributed for this study, and 150 of them were returned. A total 120 questionnaires were chosen for the final analysis of Likert scales, which were created by organizational psychologist Rensis Likert in 1932. The question items were rated on a five-point Likert scale, from "strongly disagree" to "strongly agree," with 1 being the strongest agreement. The questionnaire had a total of 43 items, of which 38 were linked to the primary topics of the research study and 5 to the personal profiles of the participants. The reliability of the questionnaire questions was evaluated using Cronbach's alpha. Software such as SPSS 26.0 was used for the data analysis, and PLS was used to develop the model of the study.

RESULTS AND DISCUSSION

For analysis, Smart PLS Structural Equation Modeling was used to develop and evaluate the study's hypotheses. The findings showed that organizational size, carbon footprint, and organizational carbon had a very favorable influence on sustainability. Cronbach's alpha was used to evaluate the research items' reliability; values over 0.7 were often regarded as satisfactory (Bujang et al., 2018; Cronbach, 1951; Tavakol and Dennick, 2011). The study's variables all had strong Cronbach's alpha values, which supported the validity of the items. In particular, the organizational size received a score of 0.859, the organizational sustainability displayed a Cronbach's alpha of 0.886, and the organizational carbon and footprint variable recorded 0.754. The average variance extracted (AVE) values of every variable in this study showed strong values, all of which were higher than the 0.5 criterion set by Fornell and Larcker (1981). Out of all of them, organizational carbon and footprint had the lowest value, and the organizational size had the highest AVE (0.588). According to Fornell and Larcker (1981), convergent validity concerns the relationship between comparable concept measurements, while discriminant validity is concerned with the distinction between conceptually related ideas (Hair Jr et al., 2021). With a criterion of 0.7 or higher (0.6 or higher for exploratory research), composite reliability which gauges construct reliability, was evaluated (Bagozzi et al., 1991). The percentage of variability explained by the independent variables was calculated using R-squared (Hair Jr et al., 2020). The study's functional performance measure demonstrated significant values for alpha, composite, and AVE. Its results included an alpha reliability of 0.886, a square root of 0.498, a composite reliability of 0.91, and an AVE of sustainability of 0.558. The organizational carbon and footprint have the lowest AVE score of 0.506, the alpha reliability of 0.754, the composite reliability of 0.836, and the square root of 0. The square root (0.169), alpha reliability (0.859), composite reliability (0.895), and AVE (0.588) values were all found for the organizational size. R-squared was used to calculate the variance explained by the independent variables (Hair Jr et al., 2017). AVE, composite reliability, and R-square values are shown in Table 1.

Table 1. AVE, composite reliability & R-square.

Variables	AVE	Composite Reliability	R Square	Cronbach's Alpha
OCFR	0.506	0.836	0	0.754
OS	0.588	0.895	0.169	0.859
S	0.558	0.91	0.498	0.886

Table 2. Profile of the respondents.

Demographics	Categories	Frequency	Percentage
Gender	Male	85	71
	Female	35	29
Marital Status	Married	80	67
	Single	40	33
Age Group	21-30	10	8
	31-40	30	25
	41-50	48	40
	51 & above	32	27
Qualification	Bachelor	27	22.5
	Master/M.Phil	70	58.3
	PhD	23	19.2
Experience	1-5 years	10	8
	6-10	60	50
	11-15 years	47	39
	20 years & above	3	3

Table 2 displays the respondents' profiles. Out of the 120 participants, 85 were men and 35 were women when it came to the target population for the data collection. In terms of marital status, an 80-frequency ratio, or 67% of the population, were married. Employees aged 41 to 50 made up 40% of the sample (frequency ratio: 48), which was the age group that most of them belonged to. Based on participant demographics, it was found that the majority of workers (70 out of 100) had six to ten years of experience and a master's or M/Phil degree.

Factor loading, sometimes called cross-loading or factor variable correlations, characterizes the degree of relationship between variables and the factors they belong to. In this research, the factors loading organizational carbon and footprint (OCFR) were OCFR1 (0.678), OCFR3 (0.8), OCFR4 (0.677), OCFR5 (0.68), and OCFR6 (0.714). The Organizational Size (OS) factor revealed the following factor loadings: OS10 (0.667), OS5 (0.775), OS6 (0.823), OS7 (0.824), OS8 (0.707), and OS9 (0.792). S10 (0.759), S11 (0.808), S15 (0.691), S16 (0.73), S17 (0.738), S7 (0.687), S8 (0.785), and S9 (0.768) were the loading values for the sustainability (S) component that were observed. These factor loadings show that there is a high correlation between each construct and its corresponding construct. Table 3 has comprehensive information.

Table 3. Cross loading.

Items	Organizational Carbon and Footprint	Organizational Size	Sustainability
OCFR1	0.678	0.245	0.474
OCFR3	0.8	0.239	0.529
OCFR4	0.677	0.359	0.513
OCFR5	0.68	0.29	0.482
OCFR6	0.714	0.282	0.509
OS10	0.265	0.667	0.283
OS5	0.24	0.775	0.246
OS6	0.254	0.823	0.307
OS7	0.341	0.824	0.359
OS8	0.331	0.707	0.263
OS9	0.372	0.792	0.391
S10	0.505	0.287	0.759
S11	0.611	0.347	0.808
S15	0.412	0.262	0.691
S16	0.536	0.291	0.73
S17	0.538	0.435	0.738
S7	0.5	0.197	0.687
S8	0.586	0.333	0.785
S9	0.493	0.263	0.768

Table 4. Path coefficient.

Hypothesis	Beta	Sample Mean (M)	Standard Error	T Statistics
OCFR->S	0.706	0.716	0.064	10.97
OS->S	0.411	0.431	0.079	5.229

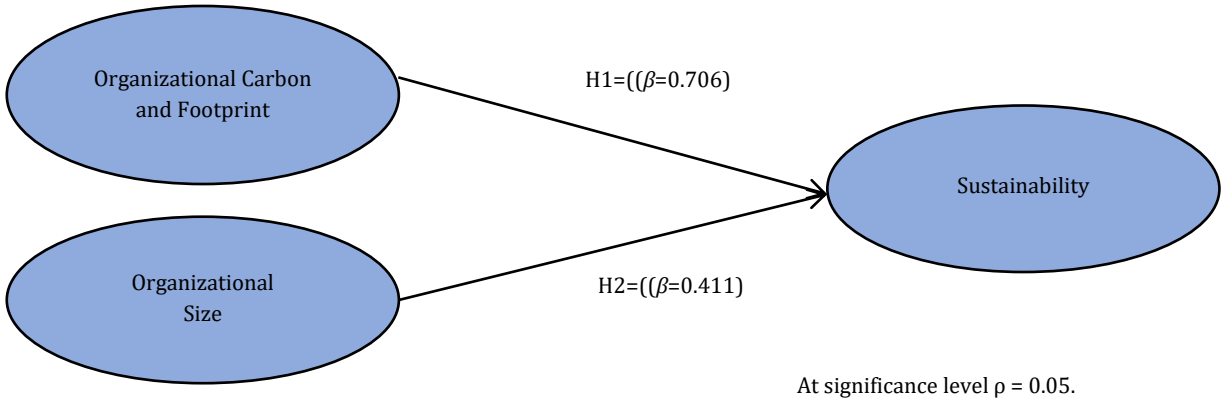

Figure 2. Structural model.

A structural model was built during the second phase of the route analysis, and statistics guesses of the standard deviations for loadings and path coefficients were obtained using the bootstrap resampling approach with 500 iterations (Hair Jr et al., 2020). The path coefficient effects, total effects, beta values, and t-statistics for each item in the dimensional model are shown in Table 4 and Figure 2, respectively. According to Hair Jr et al. (2020), a coefficient is considered significant when the t-statistic is more than 1.96 for marketing research and 1.65 for exploratory research. The significant correlations between the variables are shown in Table 4 and Figure 2. Organizational Carbon and Footprint, Organizational Size Sustainability With a correlation of 0.550, the Organizational Carbon and Footprint (OCFR) shows a substantial and favorable link with Sustainability (S). With a correlation of 0.550, the Organizational Size (OS) also exhibits a substantial and favorable link with Sustainability (S). Similarly, with a beta path coefficient of 0.706 for the Organizational Carbon and Footprint and a beta path coefficient of 0.411 for the Organizational Size, Sustainability is directly and strongly correlated. In the context of the Jamshoro's universities in Sindh, Pakistan, several correlations were noted.

The coefficient values, which track the many relationships between exogenous and endogenous components, are part of the structural model of Jamshoro's universities in Sindh, Pakistan. T-values, such as t = 2.58 (p 0.01), t = 1.96 (p 0.05), t = 1.64 (p 0.10), and t = 2.326 (p 0.01), are used in this context to assess the importance of coefficients (Hair Jr et al., 2020). In statistical analysis, these thresholds are frequently employed to evaluate the significance of connections (Keil et al., 2000). Figure 2 shows the structural model.

Discussion

The discussion section of this research paper delves into the implications of the findings and explores the theoretical and practical significance of the study. The two hypotheses tested in this research, Hypothesis 1 and Hypothesis 2, are critical in shaping the discourse around the influence of environmental sustainability practices on the carbon footprint of organizations. The discussion section synthesizes the results, interprets their implications, and provides a foundation for future research directions. It highlights the imperative for organizations, regardless of size, to integrate sustainability into their core operations for both ethical and strategic reasons. Moreover, it underscores the dynamic relationship between organizational practices, size, and their environmental impact, offering valuable insights for shaping sustainable business practices in the future.

Hypothesis 1: Organizational Carbon Footprint is positively and significantly related to sustainability.

The results of our quantitative analysis provide robust support for this hypothesis. Organizations that actively engage in sustainable practices demonstrate a notable reduction in their carbon footprint. This finding aligns with the growing awareness of the importance of environmentally responsible behavior in mitigating climate change. The positive relationship observed underscores the need for organizations to prioritize and integrate sustainability into their operational frameworks to curb their environmental impact effectively.

Hypothesis 2: Organizational Size is positively and significantly related to sustainability.

The empirical evidence gathered in this study supports the notion that larger organizations tend to have a more pronounced impact on sustainability. This relationship suggests that as organizational size increases, so does the responsibility to adopt and implement sustainable practices. The findings emphasize the need for tailored sustainability strategies that consider the scale of operations, resources, and environmental impact associated with different organizational sizes. The discussion further explores the practical implications of these findings for businesses, policymakers, and stakeholders. Larger organizations may need to implement more extensive and nuanced sustainability initiatives, given their greater environmental footprint. Conversely, smaller organizations can leverage their agility to implement targeted and efficient sustainability practices.

In the realm of study, the influence of environmental sustainability policies on the carbon footprints of organizations is a complicated and essential issue that encompasses company operations, supply chain management, and corporate social responsibility. It is essential to do a comprehensive investigation of the relevant literature in order to deepen the conversation. A key method for evaluating environmental impacts is called life cycle assessment

(LCA), and studies such as "Life Cycle Assessment: Past, Present, and Future" (Curran., 2012) and "Carbon Footprint: Concepts, Measurement, and Applications" (Hauschild & Huijbregts, 2015) offer valuable insights into the effectiveness of this method. When taking into account the interdependence of enterprises and their supply chains, it is vital to have a comprehensive awareness of the environmental effects that extend beyond direct operations. The research that has been done on sustainable practices within supply networks, such as the work that Seuring and Muller (2008) did titled "From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management," offers light on these more far-reaching consequences. The decrease in a company's carbon footprint is considerably aided by the incorporation of corporate social responsibility (CSR) initiatives and efficient environmental management. The important study that Elkington (2018) accomplished, titled "The Triple Bottom Line," investigates the notion of the triple bottom line, which encompasses economic, social, and environmental success in sustainable business operations.

According to Elkington and Rowlands (1999), the rules and regulations of the government play a critically important role in determining the behavior of organizations with respect to sustainability. Studies like "Greening the Supply Chain: When Is Customer Pressure Effective" by Delmas and Montiel (2009) highlight the influence of policies on carbon footprint reduction efforts. Aragón-Correa et al.'s (2016) "The Effect of Environmental Performance and Stakeholder Orientation on Corporate Environmental Reputation. "These studies shed light on the factors that influence the effectiveness of customer pressure. The use of environmentally friendly technology is very necessary for businesses that want to lessen their impact on the environment. Several pieces of published research, such as Molla et al. 's (2011) "The Role of Green IT in the Overall Corporate Strategy" and Brocke et al.'s (2013) "Green Information Systems: Directives for the IS Discipline," provide valuable insights into the technical aspects of sustainability. The importance of literature that investigates the worldwide effect of sustainability practices cannot be overstated when one considers the global nature of environmental complaints.

The book "Global Corporate Environmental Behavior," written by Bansal and Roth in 2000, provides many insights on the possibilities and problems that are faced by firms that operate on a worldwide scale. In order to strike a balance between maintaining environmental responsibility and maximizing financial success, it is essential to conduct an analysis of the economic consequences of sustainability policies. Works such as Boons and Lüdeke-Freund's (2013) "Sustainability and the Dynamics of Green Business Models" and Eccles et al.'s (2012) "Corporate Sustainability and Shareholder Wealth" give useful insights into the economic components of sustainability. The incorporation of these factors and the relevant literature into the debate makes it easier to get a nuanced and complete knowledge of the effect that environmental sustainability strategies have on the carbon footprints of organizations. This more comprehensive viewpoint helps to steer the routes that future research will go and provides guidance for the practical consequences that firms that want to improve their environmental performance should know.

CONCLUSIONS

The objective of this research study is to explore, through a quantitative methodology, the intricate connection between environmental sustainability strategies and a firm's carbon footprint. The purpose of this study is to conduct a comprehensive investigation into the empirical evaluation of the link between sustainability and organizations' carbon footprints. In addition to this, it sought to shed light on the connection between the size of an organization and its capacity to endure. The findings of the study provide significant new information that may be included in the ongoing conversation about the nature of the relationship between organizational activities and the environment. According to the findings of the quantitative study, there were significant patterns and linkages that were discovered, which lend support to the concept that businesses should adopt sustainable practices in order to lower their carbon footprint. This highlights the need to design strategies that are tailored to the size of the company or organization.

As we go ahead in tackling global environmental concerns, the implications of this study extend to politicians, corporations, and researchers alike. This is because the research was conducted by many researchers. Not only is the implementation of sustainable practices an ethical obligation, but it is also a strategic necessity for enterprises that are working toward the reduction of their carbon footprint. When it comes to the creation and execution of sustainability programs, the results highlight how important it is to take into consideration the size of individual organizations. In essence, this study makes a contribution to the expanding body of information about the interaction of organizational practices, carbon footprint, and sustainability. It is intended that the insights that were gained from this study would be used to shape future regulations, guide management choices, and motivate more research in the goal of a corporate landscape that is more ecologically responsible and sustainable. In conclusion, the findings of this study shed light on the significant connection that exists between sustainability practices, the size of a business, and its carbon footprint. These findings provide essential insights that may be used in both theoretical and practical contexts.

Limitations of Study

One important limitation of this study is the smaller sample size, as all applicants were drawn from a single service sector. This limited sample may have influenced their sustainability and perceptions of Organizational Carbon Footprint and Organizational Size, as different universities and practices can vary significantly. Therefore, the generalizability of the results to other industries or even within the same universities may be limited. Additionally, this study employed a quantitative research technique, using SEM to test the relationship between employee performance measures and OCFR, OS, and S. However, it should be acknowledged that the focus was specifically on universities and not representative of the entire country. It should be noted that the primary objective of this study is to ascertain the measurement of the influence of environmental sustainability practices on the carbon footprint of organizations in the Pakistani province of Sindh. Additionally, while the structural model presented in this study indicates that the variables have positive relationships, it is vital to recognize that it could not accurately reflect the nuances and complexity of real-world dynamics.

Future Research Directions

While this study employed a quantitative research approach, future researchers should consider incorporating other research methodologies as well. As this study was self-funded, the focus was primarily on the population of universities in Jamshoro to obtain initial data. However, to validate the findings, it is recommended that the sample size be expanded in the future to encompass the entire country rather than solely targeting

Jamshoro's universities. Additionally, scholars are encouraged to employ various methods, such as qualitative or mixed methods, and utilize a range of data collection tools, including in-depth interviews, group decisions, online forums, field experiments, and other relevant techniques. It should be emphasized that the main goal of this study is to determine how the Carbon Footprint of Organizations affects productivity in Environmental Sustainability practices in Sindh, Pakistan. It is also crucial to recognize that even though the structural model used in this study displays positive correlations between the variables, it may not accurately reflect the nuances and complexity of real-world dynamics. This all-encompassing strategy will offer a more thorough grasp of the dynamics at work.

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