

Preface

It's a great privilege to present the proceedings of the 11th International Conference on Social Responsibility, Ethics, and Sustainable Business (ICSR 2024), hosted under the *Pertanika Journal of Social Science and Humanities*, UPM Press. Given our significant global challenges, adopting sustainable business practices is crucial in building a resilient and responsible future. This conference represents a significant milestone in the ongoing dialogue on corporate social responsibility (CSR), bringing together a diverse group of scholars, practitioners, policymakers, and industry leaders from across the globe.

The conference theme, “Local solutions to global challenges: Communicating sustainability initiatives to diverse communities,” reflects the urgency of communication strategies that address global sustainability challenges. It serves as a crucible for scholarly dialogue and practical insights, bridging the gap between sustainability imperatives and the needs of diverse communities crucial for their realisation.

The scope of the conference proceedings encompasses a wide range of research and practical perspectives on corporate social responsibility, ethics and sustainable business. It includes theoretical and empirical studies exploring innovative frameworks, analysing case studies, and proposing actionable strategies for sustainable development and responsible corporate governance. These proceedings papers collectively derived from the themes of “Business and ethical leadership in CSR”, “Storytelling for impact: Evolving narratives in CSR communication,” “Digital accountability: The new frontier in sustainability reporting,” “Engaging stakeholders: Strategies for effective communication,” “Marketing with purpose: Aligning campaigns with societal values,” and “Sustainable practices in action.” It aims to advance the understanding of corporate social responsibilities’ roles in fostering a balanced relationship between business objectives, societal needs, and environmental stewardship.

We extend our heartfelt gratitude to UPM Press for their invaluable support in bringing the *Pertanika Proceedings* to fruition. We also want to sincerely thank all committee members, collaborators, conference presenters, and participants for their unwavering support of ICSR 2024. Your contributions have been essential to the success of this event.

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