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	Vangelitsa Pappa	20192059

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Vangelitsa Pappa

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AALBORG UNIVERSITY
DENMARK

THE ROLE OF BIG DATA IN SOCIALLY RESPONSIBLE BUSINESS: A LEGITIMACY PERSPECTIVE IN INTERNATIONAL BUSINESS

[Vangelitsa Pappa]

[Aalborg University]

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Abstract

Backround: In recent years with the awareness of global environmental sustainability, the debate on the social responsibility of businesses and corporations has increased. Socially responsible businesses (SRB) are the for-profit businesses that leverage for a sustainable and just world and act to benefit society rather than enhancing shareholder value.

Aim of the Study: The present paper aims to investigate the role of big data in socially responsible businesses from the legitimacy perspective in international business.

Methodology: The current study follows a qualitative research design and data is collected from already existing sources. No primary data is involved. Furthermore, an inductive research approach is utilised for the present research and the researcher believes in an interpretivism philosophy.

Results : While in the present business structure stakeholder is more concerned about the financial profits obtained, an SRB model of the business focuses on social and environmental development. In such a business model stakeholders are widely vested around a business model that business operations that impact the global environmental sustainability and leverage poverty from the society.

Conclusion: Global climate is changing at a rapid pace and this changing environment appeals to the global businesses and industries to adhere to sustainable business practices. Therefore, in the past few decades, the words sustainability and social responsibility have become widely popular among the business sectors.

Keywords: Socially responsible business, Corporate social responsibility, Latest data technologies, Big Data, Internationalism, International Business Legitimacy

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Chapter 1: Introduction

1.1   Background

According to Jain and Winner (2016), in recent years with the awareness of global environmental sustainability, the debate on the social responsibility of businesses and corporations has increased. Socially responsible businesses (SRB) are the for-profit businesses that leverage for a sustainable and just world and act to benefit society rather than enhancing shareholder value. A socially responsible business engages in the business activities and practices that benefit society socially, economically as well as environmentally. For socially responsible businesses and investments, the term corporate social responsibility is widely used. Corporate social responsibility is an international business form for private businesses that make businesses self-accountable in front of stakeholders, to themselves, and to the public. This concept is sometimes also known as corporate citizenship where businesses and corporations are sensitive to their impacts on society such as economic, social, and environmental (Christensen et al., 2018). Adhering to social responsibility means that the company is engaged in activities that contribute to the benefits of society in all aspects.

In addition to that according to Advantage (2020), SRB has essentially to be aligned with the CSR its characteristics are also is based on three Ps which are known as people, planet, and profit. For socially responsible businesses (SRB), these Ps work in a similar pattern where people come first. People refer to society and that means that for socially responsible businesses, the first priority in the society. People for this kind of business include stakeholders such as employees and consumers. Employees are responsible to adhere to the social responsibilities, and the consumers seek more transparency and social responsibility in businesses. It has been found that as the consumers are becoming environmentally conscious, socially responsible activities are adding to the victory of businesses among competitors. The second P stands for the planet. As the name itself suggests this includes activities that benefit the planet environmentally (Kim and Ferguson, 2014). It has been found that the irresponsible activities of corporations and businesses are damaging the planet's environment. Finally, profit for socially responsible businesses is the last priority that includes good business practices, enhanced revenue and sales, and a better brand image.

Additionally, as Minelli et al. (2013) describe, Big data often refers to a large volume of data collected from multiple resources. Big data however is vast from a large amount of data and it manages the data for businesses as well. Tools of Big data analysis manage both structures and unstructured data gathered from a plethora of resources. Big data concepts obtained momentum in the first decade of the current century and revolve around three Vs. these include, the volume of the data, velocity, and variety (Rubinstein, 2012). As the names suggest volume is the size of that that how much the data is big, velocity is the speed by which the data is processed and variety refers to the data collected from various resources. Furthermore, SRB is a wide concept and it can adopt multiple forms based on the company, industry, market, and business model, and business activities of companies (Camilleri, 2020). With the help of Big data, companies can enhance their philanthropic and volunteer practices as well as enhance their brand image. Big data does not only enhance trust and connectivity of consumers with a business, it also enhances the internal accountability of corporations, forges stronger bonds and links between the corporations and employees, enhances moral conduct within the corporations, and improves the connectivity of employers and employees.

The role of Big Data in socially responsible businesses (SRB) is significant. According to Urip (2010) Big data analyses both the structured and unstructured large datasets that are drawn from multiple resources such as stock exchange financial records for businesses as well as data produced by social and digital media information such as email, Facebook posts, and tweets. Although, businesses and organisations have statistical tools installed already to analyse their data, yet these tools are unable to analyse big and unstructured data. Big data analysis tools allow businesses and organisations to analyses data and extract meaningful insights and information from this data (Wang et al., 2020). Research has found that the data capability of businesses and organisations is crucial for their sustainable efforts.

Properly organised, harvested and applied data allow businesses to determine that what extent they are contributing to the genuine needs of global environmental sustainability (Kang et al., 2020). Businesses involve multiple activities and practices on daily basis ranging from their philanthropic activities to the strategic and operational business activities and insights of these activities using advanced technological tools such as Big data analysis allow them to identify their contribution to the social benefits. Furthermore, according to (Marsden Janet et al., 2018) application of the big data enhances the cultural transition of companies to manage and measure the impacts of business activities on the environment. Once the insights and information are extracted practical and actionable steps can be taken to improve the CSR for companies. Therefore, the well-organised and valuable data at hand is

useful to address the original issues of corporate social responsibility and bear measurable and meaningful results.

Another benefit of big data for socially responsible businesses is that it enhances the customer base for the companies. For the SRB activities of businesses and organisations, vast strategic planning involves (Hammerström et al., 2019). This plan includes the behaviour of the consumers towards global environmental sustainability as well as the consumers' purchasing behaviour. Data of the consumer is often collected from social media sites where a large volume of consumers' data can be found. According to Chae and park (2018), this large volume of data includes multiple sources and hence multiple perspectives and obtaining meaningful insights from this data help businesses to formulate their social corporate responsibilities' goals and objectives. Big data analysis tools enhance communication and connectivity among various stakeholders as well. In addition to that customer segmentation for the companies is also an important element of the application of big data analysis tools to the companies (Flyverbom et al., 2019). It has been found that several companies adhere to corporate social responsibility since it has become a demand of the consumers and ultimately enhances the brand image of businesses and organisations (Song et al., 2018). Therefore, Big data analysis assists companies in customer' segmentation to understand the tailored demands of the consumers and respond accordingly. Additionally, big data analysis also assists companies in their marketing demands. Insights and new data sets obtained from various sources regarding the market and analysed by the tools and techniques of big data allows businesses to determine that whether a certain product or service fits the market demands.

This paper, therefore, attempts to understand the role of Big data in socially responsible business (SRB) with Corporate Social Responsible activities, to obtain legitimacy in international business. According to Rana & Sorensen (2020) the dimensions of internationalisation and international business legitimacy extend to acceptance, synergy, image and endorsement. For the international business legitimacy in a country, businesses seek legitimacy not only from the legal and regulatory authorities such as procedural legitimacy but also from the civil societies and from the domestic norms and cultures such as cognitive or socio-political legitimacy. Although, being a socially responsible business (SBR) completely is more moral behaviour than a legal responsibility, yet companies and organisations have to undergo an international legal procedure such as licensing and the provision of resources such as investments, dedicated business partners, suppliers, workers, and sales/consumption, to political backing and support from an increasingly wide spectrum of stakeholders to operate as SBR (Maran and Tashman, 2012). According to Breitmeier

(2016), International business legitimacy in recent years has emerged as an essential debate when technology allowed businesses and organisations to operate globally and to expand their business activities in other countries. At one the role of big data for social corporate responsibility offers potential opportunities to companies and increases the expectations of the stakeholders, government, and public, while on the other hand, it poses serious challenges to social legitimacy demands for companies with a global presence (Andersen and Rask, 2014). Furthermore, when a company extends to international presence it has to adhere to the international legitimate requirements as well as to social norms and values of the host country where it operates.

According to Hamann et al. (2014), Starbucks which is a leader in CSR is used as a case example. Starbucks is known for its social responsibility, its efforts for global environmental sustainability, and its welfare programs for society. The company has achieved several CSR milestones and objectives since its foundation and according to "Global Social Impact Report 2019", these milestones and achievements include reaching the goals of creating 99% of ethically sourced coffee, generating a global farmers' network, pioneering and founding green building, contributing millions of volunteering hours for community service, and producing a college program for its stakeholders (Starbucks., 2019). CSR goals and objectives of Starbucks include minimising the impacts of cups on the environment, hiring 10,000 refugees for its stores, and involving its employees in the climate sustainability leadership (Botero et al., 2011). Additionally, it has been found that Starbucks is actively using Big data analysis tools to drive insights and to determine the demands of consumers for social responsibility as well as for the specific products and services of the company.

1.2   Literature Gap

For the current study, extensive research was undertaken using a range of resources, and it was discovered that earlier sources failed to focus on the function of Big data in corporate social responsibility. Big data analysis tools and their applications in various sectors have been explored thoroughly. It has been found in the literature that Big data has revolutionised the business world with its potential application in all the sectors and departments from insurance, banking to the retail and health care sector. However, a gap in the existing literature has been found regarding the research objectives and the outlined research question. Although, tools and techniques of big data are adequately explored in the literature as well as its application on the businesses and companies, yet there is an absence

of data that how big data helps businesses and companies to be socially responsible businesses (SRB) and help them to obtain their CSR objectives. The role of Big data in relation to the international business legitimacy of SRB has also not been addressed effectively in the existing literature.

This paper, therefore, attempts to address this issue with an effective research design and with a detailed review of academic resources. This study takes an approach to collect data from secondary sources to fill the gap and answer the research question. Secondary data is helpful to find existing sources and information that has already been revealed by the researchers to address similar research questions. This research design is helpful to explore the role of big data in socially responsible business from a legitimacy perspective in international business.

1.3 Research Contribution

Addressing the gap in the literature would contribute and bring some wonderful benefits for managers, researchers as well as consumers. First of all, the addressed gap would allow managers to view the role of big data and apply it to their businesses to comply with social responsibility. This would ultimately benefit the managers to bring productivity to their businesses since today consumers are very conscious of the social responsibilities of companies and they tend to purchase from the companies following a model of socially responsible businesses. For the research identification of the gap and addressing it with an effective research method, allow them to explore and view new data and information that could be possibly used for the research purposes.

1.4 Problem Formulation

Emissions of the gases such as carbon dioxide and others and waste material such as landfills generated by businesses are continuously threatening global climate sustainability as well as polluting the earth. With the demands of global environmental sustainability, requirements for businesses to adhere to corporate social responsibility have increased. Consumers are becoming more aware of the social, economic, and environmental impacts of businesses and their contribution to society. Companies and businesses that adhere to the international social legitimacy standards may have obtained a competitive advantage as well as reach a better brand image. Furthermore, big data analysis tools have emerged to be an opportunity for businesses to measure and monitor their impacts on society as well as to plan and formulate a socially responsible business model. However, with the globalisation,

legitimacy perspective in international business for the role of big data on socially responsible businesses contains both opportunities and challenges. On one hand, it offers businesses potential opportunities to operate in multiple international domains, on the other hand, it has made it a political behavioural issue where the social legitimacy standards, values, and norms of the host countries should be met by businesses with an international presence.

1.5   Aims and Objectives

The present paper aims to investigate the role of big data in socially responsible businesses from the legitimacy perspective in international business. Therefore, the objectives of the study are outlined as;

- To explore the characteristics of Socially Responsible Business (SRB).
- To investigate the dimensions of international business legitimacy.
- To determine the role of big data in socially responsible businesses (SRB) in obtaining international business legitimacy.

1.6   Research Question

How socially responsible businesses can gain legitimacy through big data when they internationalise?

1.7   Rationale

In the past businesses and companies used to focus on financial profits and only and the impacts of business operations and activities on society were unnoticed. This has created a dilemma for society, where waste material and emission of toxic gases have pollutions the planet. However, the debate on the impacts and contribution of businesses on society has accelerated in recent decades, and the social norms, and attitude, as well as the political and behavioural conduct, has made it an international legitimacy perspective. Big data tools and techniques have been found to be influencing socially responsible businesses positively in the formulation of their CSR objectives as well as creating value for their clients. In addition to that with the advancement in technology, businesses went global where they need to adhere to the societal norms and values of the host countries. Therefore, it is important to explore that how socially responsible businesses can gain legitimacy through big data when they internationalise.

1.8   Significance

The results and findings of the current study are significant for the companies to determine their social responsibility as well as to identify the international social legitimacy standards regarding the application of Big data in socially responsible businesses. In addition to that findings of the study are also important because the role of big data in socially responsible businesses as well as the opportunities and threats of the international legitimacy on businesses are analysed in the result section.

1.9   Structure

This dissertation includes an introduction to present an overview of the major concepts, research variables as well as to outline the aim and objectives for the study. A narrowed research question is also included in this chapter. A problem is formulated and a rationale that why research should be conducted on the specific topic is also included. This chapter is followed by a detailed literature review, where the existing academic and literary sources are reviewed to formulate a theoretical background for the study. A chapter or research methodology is also incorporated in the dissertation that describes the design of the research and the methods of data analysis and data collection, followed by an analysis of the results and a critical discussion of analysed results. Finally, a conclusion chapter is added that summarises the results and findings of the study as well as formulates a set of recommendations and future perspectives.

Chapter 2: Literature Review

2.1. Introduction

This chapter examines the current literature in order to investigate theories, models, and theoretical knowledge related to the research subject. Major concepts such as Big data, international businesses legitimacy, and corporate social responsibility are reviewed and explained. An overview of the socially responsible business with examples is explained. Relation among the research variable is also established.

2.2. Big-Data and Socially Responsible Business

According to Huberty (2015), Big data refers to the hard to the organised and large volume of both unstructured and structured information. This is more about the organisation and management of data than the volume of information that this data incorporates. In the recent past businesses obtained an opportunity to collect data from multiple sources and of multiple perspectives. This data is in Giga and even in Terabits or more from thousands of sources and the tools and techniques of traditional data management fail to manage and record such gigantic data. However, Big data analysis tools analyse this data and extract meaningful information and insights from this data for businesses and organisations (Groves et al., 2016). Data management of both structured and unstructured data has been in practice in a business setting for a long time.

However, trends of Big data gained speedy momentum in the first decade of the 21st century. The mainstream definition of Big data comes in the form of three Vs, however, at present it extends to five vs as well. These include volume, velocity, variety, and recently veracity and value have been added to this list**.** Volume as the name suggests refers to the size of the data (Davenport et al., 2012). In the past storing such big data for businesses was a problem. For example, Apache Hadoop is an open-source software tool that can record and process big data from multiple sources George et al. (2014). This is a software programming framework that can solve problems from a large volume of data using MapReduce.

Variety additionally refers to the formats of the data from various data sources. Data from the insights and sources today come in various formats such as structured, unstructured text documents, numeric data, videos, emails, stock ticker, audios, financial transactions (Madden, 2012). Additionally, the speed of the data processing also matters in business settings. With the advancement in the internet of things, data streams have emerged as one of the key data processing elements. Big data analytics tools such as RFID tags, smart meters,

and sensors are driving speed to these data torrents. With the velocity and variety, it is challenging for businesses to determine that where the change in the trends on social and digital media is changing (Sagiroglu and Sinanc, 2013). Tools of big data can enable businesses to know that when and where the change of trends are happening can assist businesses to manage daily, event-triggered, and seasonal data loads. It has also been found that the predictive nature of the trends based on the data sets and insights of the Big Data analytics can also help businesses in their predictive modelling.

The other two Vs that have been added to the Big data analytics later are Veracity and value. These two are also essential dimensions of Big data for businesses. According to McAfee et al. (2012) veracity is about the quality of data. Data quality which is a crucial dimension for businesses is difficult when the data is derived from multiple sources in a large volume. It is hard for businesses to transform, link, cleanse, and match data across systems. Organisations need to link and correlate, hierarchies, relationships, and several data linkages among the data sets for quality insights and information. Otherwise, this data may flow in the wrong direction and may rapidly spiral out of control (Schermann et al., 2014). Finally, the value which at the present stands at the peak of the big data pyramid is the ability of businesses to transform such a big volume of data.

2.3. Socially Responsible Business with Case Examples

In today's world, the economy is globalised, and some companies have started expanding their business for internal processes of their company achievement. Various companies keep on working on business operations and maintaining their technical operations effectively. The growth and sustainability of the business have depended upon the socially responsible approach for evaluating their business (Lee and Tang, 2018). Various insights evaluated more significant concepts of data analytics to be used in many companies. The collation of data in enormous amounts can be termed to form for big data analytics. The benchmark of big data can be governed through the assimilation of Peta and terabytes that are considered the benchmark used in many companies. The distinctive approach of big data analytics includes volume, which refers to determining the potential of significant data value insights. The evaluation of big data analytics can be developed through cyberspace and computer technology innovation methods (De Roeck and Farooq, 2018). It provided an opportunity for data transmission on computer storage with the force of proper decision-making aspect by uses needs. For data analytics, the user can access any information that led to warehouse effects, which facilitates many companies to improve their records.

The notion of corporate social responsibility (CSR) is viewed as an entrepreneurial response that integrates sustainability into how a company's economic activity is viewed. The formation of data analytics can be ranged to the broader and bigger force of the data spectrum. Companies such as Uber, Google, Twitter, and Facebook can operate their data on the records. Another example of socially responsible business is Bayerische Motoren Werke AG (BMW). BMW is a german manufacturing company that manufacture luxurious cars is one of the most socially responsible businesses in its industry. However, the interest of businesses in conducting a socially responsible approach can be mitigated through the force of action that governs data scheming (Trinks and Scholtens, 2017). Many companies assimilated their social interest concerning increasing their business activities. The aspect of voluntary business keeps on intriguing data analytics within the force required for consistent operation of business demand. Through social efforts, many businesses take upon stakeholders' expectations, which is achieved through corporate objectives attainment. Nizamuddin (2018), highlighted that stakeholder contribution towards business activities had influenced its development and direct engagement towards international business competitors.

According to Xu et al. (2020), social side matters for corporate management responsibilities are not causing which human cost of business infrastructure towards the development of data analytics. Many problems such as pollution, gender, ethics, and gender are the causes that can be resolved through systematic, algorithmic biasness to address issues. Companies known for gender biases have an overdeveloped force of information technology and communication technology for their customers and employees to cooperate effectively (Maldonado-Erazo et al., 2020). Moreover, in August, Google fired one of their employees who accumulated on females being less compatible in technology than men. Companies need to maintain their data on a data analytics approach, which helped women understand its core competence. Due to advanced technology, companies are allocating their resources, and this technical implication has resolved concerns on gender, race, and ethnicity for men and women. The data operation in Uber has cooperated with its employees by which they can have access to their customers.

Similarly, customers may have all the data records of their drivers to maintain the track and be in consistent contact. Fonseca and Carnicelli (2021) suggested that it is required for the government to maintain an appropriate data analytics system with advanced software sustainability that can resolve essential issues of firms. The criteria of a company's sustainable and ethical future lie in the hands of technical data support. De Roeck, and

Farooq (2018), stimulated that companies in socially responsible firms can mitigate their resources by investing in a plethora of perceiving analytical tools required for big data valuation. However, organisations need to understand big data analytics because there are many different aspects, including skills, technologies, applications, and processes (Berns et al., 2020). Therefore, it is crucial to understand how organisations derive value from this technology, especially since the success of such endeavours is not always guaranteed. Extensive data analysis provides decision support, traceability, and predictability that help change organisational practices (Wang et al., 2017). However, it is essential to have skills and abilities. Due to different activities, databases configured for online transaction processing (OLTP) are structurally different from data warehousing (Ghandeharizadeh et al., 2021). The workload of both systems is different, the workload of the data warehouse is higher, and the structure is designed to adapt to data analysis and ad hoc queries. This means that the data warehouse structure is optimised for query and analysis operations. OLTP has a low workload and is optimised to handle certain online transactions (De Roeck and Farooq, 2018). The schema design of the two databases is also different. There is an exponential growth of big data analytics in a volume data record driven by technological invasion with lower equipment costs. Likewise, in the oil and gas sector, Chevron's Tengiz oil field has one million sensors combined with real-time weather data generated through equipment that can be used in near real-time alerts to prevent an accident. Big data can be used for safety inspections of devices and drone photography, which is used to develop predictive analytics for maintaining safety records. However, in the area of transportation, the organisation applied big data analytics to monitor the speed accuracy and location for perceiving vehicle fleets and evacuating employees. Big data can be used for human development, which is considered an effective form of maintaining CSR. For example, in Indonesia, the approach of big data can be assimilated by the core competency of tracking individuals who are far from their homes to make them safe and contented. Hospitals such as Medecins are using big data analytics to track their patient health and treatment records from their physicians. Nizamuddin (2018), explained that donations from companies such as IBM for data analytics development are considered CSR activities in which small businesses are encouraged to develop this advancement in their businesses for awareness.

2.4.   The Role of Big Data in Socially Responsible Business

There are various who keep on using the role of big data analytics to adopt new strategical implications to increase basic decision-making methods for performance resoling

approach. Big data analytics are used to aggregate data access across unconnected systems to enhance their firms' decision-making by exploring opportunities. The supplement aspect of data can be gathered by eliminating the access of old data records for new data processing in the data warehouse of the firms. Wang et al. (2020) explained that big data could enhance the mode of visibility to pursue operational success that leads to advanced improvements of the firm. Scheme of big data can be managed through relying upon operational data assessments that keep on track over machine data for consisting with GPS devices. Big data allows companies to track and evaluate purchasing patterns, feedback, purchasing behaviour, and other factors that affect sales, helping to analyse customer decision-making processes. In addition, big data helps detect scams and network security because real-time access to data enables companies to improve information analytics and security. The complex data flow generated by the growth of transactions and tools is an excellent competitive advantage and a valuable resource to facilitate decision-making and problem solving (Bonesso et al., 2020). The company uses a combination of more structured and unstructured data composed of a large amount of information. Big data insight and robust analysis help reduce costs, develop new products, make smart decisions and save time.

Yu et al. (2021) found that big has relied on banking, education, retail, manufacturing, government, banking, and education to indulge in service provisions. However, big data in health care regimes may impose critical in the increasing order of countries such as the United States. As per the international business report, over 22 years of a steady increase in cost can be expensed through health care which is equivalent to about $700 billion to cross the data record benchmarks. The expense of technical implication of data analytics is comparatively higher as it was supposed to be in over 23 years (Mariani and Wamba, 2020). Due to having circumstances on smart data-driven strategy, it is necessary to implement on the health sector to include big data analytics. The accumulation of current incentives of data analytics has resourced free plan services to their patients for prioritisation planning. The role of big data analytics is essential in managing the company's stability that needs to be applied to the data record of employees, customers, and workers. The requirement of data analytics is considered an essential factor in the health sector because it may help to catch up with other industries to apply their data records. Mikalef et al. (2021) defined that data analytics used in health care is called electronic health records (EHRs). It is a fact that the healthcare sector has adopted big data analytics in companies until it becomes a vital force of cognition. There are various aspects in which big data can be indicated to form a strategical approach in companies. Firstly, the use of big data analytics can improve staffing methods in the firm.

Second, the risk management and task performance of employees can be tracked through data analytics formation. The next role played by big data is the use of real-time alerting. According to Suoniemi et al. (2020), big data analytics is expected to incur solutions of significant diseases to find its treatment objects which indicated application of data record in big business formation that helps for future preferences. Big data is essential to understand customer trends and formulate marketing plans based on the results of big data analysis (Teng et al., 2020). By collecting information on customer behaviour across entities, companies can identify market trends and then make decisions based on perceived changes in consumer behaviour. Ultimately, this gives the company a more significant advantage in marketing its products with greater specificity than situations that do not rely on big data analytics, a modern form of big data. The modern concept related to big data analytics can be stimulated through more precise organisations for policy development and other decision-making processes (Raut et al., 2021). Notably, data warehousing can be stimulated by easy access to data information to play an essential role in its attainment. In case of a firm is capable of accessing their financial matters in a particular time frame.

The assimilation of their potential customers can be engaged in seeking basic information for its stability. The fact that highlighted customer interest can be gauge through technological advancement in the firm, which benefits the information of particular production processes. Decisions will be easy and safe because the client will have a particular interest in a specific project. Ultimately, the prototype to be released requires that these decisions be better than those released without extensive analysis using big data analytics. Economic themes should include creating local wealth through smart collaboration and collaboration and innovation to create and develop a local area (Bag, 2020). And a global marketplace based on fair and mutually agreed business practices and a commitment to the fair and sustainable use of natural resources.

Workers must be able to support themselves, have adequate health care and affordable housing. Despite the clear prospects for big data, the reality is that so far, the profit potential of big data has been exploited at the expense of consumers, who also own valuable data for commercial and criminal interests. The benefits are represented by all the core values except the benefit associated with the benefit. With few exceptions, companies and even governments have waived their responsibility to act in the field of ethics and the public interest. It is time to strike a balance between the baselines (Shafiq et al., 2021). Social responsibility is a kind of moral dilemma that balanced much-competing force for beneficial

interests. It is a commendable ambition to build a profitable business and run the country fairly and democratically.

2.5. Internationalism of Businesses

The globalisation aspect of business has enabled numerous ventures to maximise their revenues and profit margins based on the adaption and implementation of business approaches. In recent times, almost every business organisation is envisioned for grabbing the prospect of location-based economies; which inculcates the provision of distinctive advantages by every nation in relation to the factors of production. Lucio (2010) observed that the internationalism of business necessitates that the business ventures take the most out of what they have invested in; which can be availed by profiting from on the basis of global efficiency. The aspect of global efficiency encompasses the national capability of every nation for incorporating resource abundance, which can further be offered to the resource deficient nations. Such an approach for the purpose of offering resources in exchange for deficient possessions has been instigated by numerous nations on a global scale (Mäkelä et al., 2015). Such ways and techniques have been comprised under the domain of internationalism of businesses. As far as the internationalism of business is concerned, the developed nations have been presumed for inculcating the financial resources in abundance, while few nations considered as developing or underdeveloped observe cheap labour in correspondence to several other factors of production.

Zekiri (2016) observed that it is mandatory to evaluate aspects and motives based on which the venture takes a decision regarding entering the business market across the globe in order to develop an international presence. The majority of the cases imply the mode of making an entry has been pre-determined by most of the foreign ventures on the basis of macroeconomic factors. Such modes embraced by the business ventures seeking international trade ranging from exporting and finishing with FDI offer ventures with numerous prospects seeking cross-border expansion (Blanc-Brude et al., 2014). The internationalism of business demands the comprehension of aspects comprising significant influences over cross-the-border expansion, due to entailing potentials of impacting the selection mode of foreign ventures seeking entrance in the desirable market segments. The examiners have investigated and already determined a majority of the aspects incorporating aptitudes of significantly influencing foreign direct investment (FDI), which has contained significant proportions in the context of internalisation of business ventures; such as, the nation's attitude towards foreign businesses, legal constraints seeking market regulations for the labour as well as

product market, economic and political stability, corporate taxation policies, trading barriers, tax policies and incentives, human capital, organisational infrastructure, market size, etc.

Li and Yue (2008) noted that market size incorporates significant influences over the business ventures as far as their entrance approaches are concerned because it tends to offers prospection to numerous ventures observing domestic affiliations from several countries. It is widely assumed that countries with smaller markets have less FDI attraction than those with larger markets. In the case of foreign direct investment (FDI), it is widely assumed that inflows are higher in nations with larger markets. Economic and political factors, according to Kim (2010), have a crucial role in creating sustained inflows of foreign direct investment (FDI).The venture will then decide to choose and observe the magnitude to which it will participate for the certification of commitment and involvement, once the mode of entry has been chosen. The business ventures upon implementing internationalism of business pay serious attention in relation to make any differences that target cultural constraints of the regional domain, in order to avoid the risk associating culture-based perceptions.

Zekiri and Nedelea (2011) observed that strategies have been greatly demanded by businesses for ensuring the allocation of resources effectively within the potential market sphere. The internationalism of business takes into account the venture's implications concerning the standard allocation of resources while adopting a particular mode of entry that should commit their foreign operations. Avdalyan (2012) proclaimed that from the perspective of the venture, it has become significant including the domestic as well as international, smaller in correspondence to larger ventures seeking business conduction to consider the political environment in association to the economic atmosphere of the nation. Keegan and Schlegelmilch (2001) are of the opinion that it should be implemented by the firms seeking internationalisation of business to remain aware of the significance of sovereignty embraced by the national government of the nation in relation to its influences over the global business.

2.6.   Dimensions of IB Legitimacy

The agents or the dimensions that provide a foundation for structuring the business environment take into account political, social, technological, economic, and legal constraints in order to assess and improve the decision making and trading concerns seeking International business (IB) legitimacy (Rendtorff, 2020). Such above-stated factors in contrast to an explicit business environment manifest the predominating environment; which often influences several ventures simultaneously. The transforming dimensions of the

business environment impact the significant actors within the business environment such as suppliers, investors, competitors, and even customers. Whereas, the business administration regardless of the sector it performs maximise profit in due course of transforming dimensions on the basis of impartial behaviour. Five general forces are there that impacts the changing dimensions of the business environment.

2.6.1. Legal Environment

The Legality within the business sphere observes several laws approved by the National Government in correspondence to the resolutions rendered by commissions, agencies, courts, and government authorities including the local, state, and central Government. A prerequisite seeking legal comprehension in the context of non-obstructive business operations, every business must avoid being held in legitimate obligations due to understating the national confines defined by the nation (Díez-Martín et al., 2021). It has been under great demand for the multinational syndicates to gain some knowledge in relation of the laws and order such as Foreign Trading Policies, the Consumer Protection Act, 1986, Companies Act, 2013, Industrial Disputes Act, 1947, Policies connecting to Licences and Approvals, Competition Act, 2002, etc. For Instance: the companies have been assisted by Labour Law to avoid penalties in association with stating undesirable consequences on its product for Tobacco Companies.

2.6.2. Economic Environment

The Economic dominion incorporates the economic state of affairs prevalent in the environment, Economic policies, and system within a business environment. The Nation's Government follows diverse objectives such as Health and Safety, Predictability, and Stability for controlling the business surroundings. Local, State, and National guidelines have been drafted for combating the welfare of the general public that distress the planning and operations within the business sectors intensely (Rendtorff, 2020). The economic activities of the nation have been directed by the economic policies within the business environment such as Import and Export, Public debt, Industry, Tax structure, and so on. The inflation proportions significantly perform in fostering the better economic environment of the nation. Like, the economy of a particular region experiences expansion on the basis of sustainable business results in increasing the purchasing power of the individuals. The producer will be more inclined to sell products by charging premium prices based on comprehending the development of such situations (Gombert and Ruehle, 2021). Consequently, the producer will

be left with only the option to re-establish the pricing structure for the manufactured goods by learning that the national economy is seeking the phase of depression.

The profitable prospects have been recognised by the businesses in order to establish forecasts, which raises the product demand supported over augmented production scales. The economic business environment has been significantly influenced by the demand and supply chain of a commodity (Frostenson, 2020). Such aspects observe profound reliance over the necessity of the commodity in association with the manufacturer's aptitude for fabrication over time.

2.6.3. Political Environment

The political aspect has been considered as the most critical dimension for the business environment incorporating peripheral aspects such as political stability and peace. It is due to the consideration of the perspective of the political party determined as dominant within the national circumference. Businesses are used to operate under the framework defined by the prevailing political party; which clearly states that the initiatives by the legitimate Government, potentially influence the accomplishments in affiliation to the domestic products introduced by the business ventures across the globe (Holmström, 2020). Business development is reliant on the nation's peace, the Government's attitude towards the industry, the national stability, political ideology, the nation's constitution, and the magnitude of politicisation. For Instance; the Majority of the international, as well as national entrepreneurs, have been captivated to invest in India, by the Political Stability and the Central Government's attitude towards the business, industry, or employment.

2.6.4. Social Environment

The Social Environment of the nation incorporates the standard of living, values, traditions, literacy rate, and much more. All such components significantly impact the nation's business sector. Values take into account the standard principles and the social paradigm prevailing in society, like social justice, non-discriminatory proceedings, equality, freedom, etc. It has been believed by the organisations that social values are mandatory for maintaining prominence within the social domain, which ensures convenience for selling products. Traditions and Culture take into account the practices and social stigmas persistent in due course of decades across the nation's domain for significantly influencing the businesses such as Christmas, Eid and several other traditions (Wieland and Fischer, 2020).

Various businesses observe opportunities during the seasons of festivity across the region or state, which enables them to schedules and strategies correspondingly.

As far as social trends are concerned, it considers general transformation such as Health and Fitness trends within the social sphere. The social trends concerning Health and Fitness have engendered a great demand for gyms, mineral waters, food supplements, etc.

2.6.5. Technological Environment

The technological environment incorporates scientific improvements and innovations that foster renders services, simplified techniques, produces goods, and new approaches. A business needs to determine various extents of scientific achievements by the economy prior to introducing a particular product (Sløk, 2020). Technological compatibility contained by-products drives the demand for the manufactured goods by a particular company as well. For Instance, the Business game has been transported on the basis of E-Commerce, availing the services from the Digital platform in order to conduct purchasing, and the Digital initiatives endeavoured to transform into a better society.

2.7. Big-Data and Legitimacy of Socially Responsible Business in IB

The purpose of this study is to analyze the legitimacy of corporate social responsibility from a legal standpoint.The response of social responsibility entailed cost-effective regimes used to engage individuals to design societal goals. The distinct criteria legitimacy has been incurred by assimilating social responsibility for the company's management (de Godoy et al., 2021). There are four respective used to stimulate corporate responsibility: level of responsibility, shared consensus, local knowledge, and financial performance. The discussion about the legitimacy of corporate responsibility has possessed knowledge about shared consensus about relevant stakeholder's approach which enhanced social responsibility of CSR projects attained by the firms. Likewise, situations, where the corporation has imposed a direct impact on higher degree performance of consensus, maybe stimulated through managers of the company to use data analytics for track record maintenance. In a trade-off situation, firms may execute a proactive approach to understand the criteria f trade-offs for increasing financial impacts and corporate responsibility (Alsahli and Kandeh, 2020). Nowadays, the formation of big data analytics is everywhere, due to which intelligent and big decisions need to be backed up by high-level analytics. The valuation of data analytics can be managed to access clicking histories, online purchases, and sensor data and call records. The dilemma firms may have about CSR includes predicting, quantifying, and identifying a

huge landscape for the firm to progress their financial performance. Likewise, a multinational corporation based upon consumer product assimilation is known for a sustainability tagline used in digital data identification of customers and employees (Forgó et al., 2021).

The company has maintained legitimacy about corporate social responsibility can be included with an online platform to maintain their data record. The data analytics system Unilever may have been included with local databases and bank transactions. However, global living databased has allowed the company to make an effective standard of engaging localities. Big data analytics comes in handy support, which is considered vital for the survival of an organisational scheming. Legitimacy is considered by the force of prerequisite form of resources flow and thus, required stakeholders support. Therefore, legitimacy is considered "a process by which organisations seek approval for their actions by social groups" (Nusairat, 2021). According to Nusairat (2021), the legitimacy of social construction is a concept based on how organisational behaviour is perceived or accepted in the "social construction system of norms, values, beliefs, and definitions of social construction" (Song et al., 2021). Social responsibility defines legitimacy as practical, ethical, and cognitive and is widely used as a point of reference for researchers involved in the process of legitimacy and institutionalisation. Pragmatic legitimacy is linked to CSR tools and is structured as an exchange of self-interest between the organisation and its stakeholders. Moral legitimacy is based on value and how corporate social responsibility can be achieved from an ethical background. It is based on a stakeholder value system created by the company to assess whether the organisation's activities deliver social benefits. The cognition aspect of legitimacy may be acquired to comfort businesses mainstream granted by the public. Generally, the expansion of corporate responsibility has influenced strategic forces that practised systematic efforts for initiating cognitive legitimacy recur on the effects of increasing corporate responsibility. Recently, moral legitimacy is achieved in a more intense position to pertain to corporate response on self-regulation. The pressure on global interaction and networking affects deliberating CSR responsibility (Hariri, 2020). The role of the corporate moral legitimacy act can be expected to play an analytical approach for forming a big data system. There are various strategies of corporate responsibility that can be gained through the legitimacy concept to confront demands for persuading data analytics. Strategies to maintain or enhance the three basic forms of legality, vigilance, denial, forgiveness, or explanation, may require different forms of protection (Alharbi and Tassaddiq, 2021).

Communication plays a crucial part in the perception and implementation of this approach, with communication and business dialogues determining society's legitimacy.The search for

legitimacy through corporate social responsibility communication has its roots primarily in the "paradox of self-defence," which creates a conflict between corporate obligations and public expectations whether these obligations are enforced or fulfilled (Alaloul et al., 2020). Communication researchers call this paradox the "dilemma of promoting corporate social responsibility." This dilemma is embedded in many CSR expressions and generally manifests itself in strict strategic coding and practice. On the one hand, modelling the balance of CSR activities as an ethical effort to "do good" is good organisational practice, which is a double-edged sword in many companies. Perception and impact research is of great importance in market-oriented communication CSR research. A common feature of this research is that it focuses on the development and use of methods and mechanisms that can explain and measure the impact of CSR and corporate communication initiatives on stakeholder perception and brand recognition (Leiendecker, 2021). One example is a study showing that treating brands as global brands can increase consumer awareness (Fotakiet al., 2020). Another cognitive study showed that consumers in the banking sector have little knowledge of corporate CSR activities. Therefore, companies need to adopt more active communication strategies, pay more attention to information about CSR, and educate and contextualise consumers to understand CSR, which is used to benefit corporate social responsibility initiatives.

The legitimacy of CSR communication can be adopted to form for the emerging field that helped address communication issues and management problems in the company. The communication vantage has pointed to address social responsibility effect in the business approach that existed internationally (Nafus and Sherman, 2014). However, conceptualising social responsibility in international business can mitigate remote operations and practices that may increase the market approach for increasing stakeholders' demand to process data analytics in small businesses. It is estimated that data analytics can be maintained by supervisors, managers, and stakeholders to track people's records (Chartier et al., 2021). The social responsibility of international business can be managed through corporate channels that the company's managers handle. Big data analytics can be involved by a broad force of strategic implication that embraced CSR activities to organise better, collaborate, and understand data analytics disciplines.

2.7.1. Role of big data in (SRB) for obtaining IB legitimacy

The role of big data analytics for obtaining international business legitimacy through socially responsible business seems less prevalent; yet big data incorporates the potential for environmental and social advancements (Kshetri, 2014). Big data analytics is concerned to

assess datasets that have been structured at an enormous scale as well as unstructured datasets that have been determined as harder to evaluate by employing traditional statistical approaches. In recent scenarios, right after the technological advent, the information available over the internet is observing elevation in extents. It can be proclaimed without any doubt that big data can be availed anywhere and can be frequently accessed. However, the fact cannot be denied that the most authentic and feasible decisions have been determined over the higher-level analytics. It has been observed by Ekbia et al. (2015) that identification, quantification, and predicting the influence in relation to their investment over the socially responsible business (SRB) landscapes. The business ventures have been enabled over the 'global living wage database' seeking modification living wages of its employees aligned in correspondence to the moderate living standards of involved vicinities. The universal 360-degree audit tool known as 'Understanding Responsible Sourcing Audit' has been employed by the business, which has been sourced by mobile apps, associated with online platforms, and encompasses visual recordings. The auditing tool seeks for fetching information concerning environmental as well as occupational ambiguities. Such instances assist ventures to undertake decisions, facilitated by massive data.

2.8.   Chapter Summary

This chapter reviews the existing literature for the presentation of theoretical concepts. The advent of the internet and social and digital media sites provided businesses and corporations access to the ready data of consumers. Trends of Big data gained speedy momentum in the first decade of the 21st century. Businesses today gather data from a large number of sources such as transactions, equipment, (IoT) devices, and videos. Big data can help organisations to store this data and process it using the latest available tools. Traditional data management tools may not be able to process this variable data. An unprecedented speed of data into the businesses demands speedy processing of the data on time. The next chapter outlines the methodology for this study.

Chapter 3: Research Methodology

3.1.   Introduction

One of the most significant elements of the study is the methodology. It allows the researcher to collect data from adequate sources and with the appropriate method. Furthermore, research methodology also allows the researcher to analyse and interpret with proper methods that are collected from different sources. Research methodology also determines that whether the ethical guidelines for the study are followed to add more value to the results and findings of the study. This section of the study outlines research philosophy and approach as well. The adoption of research philosophy within the research methodology enables the examiner to determine the objective or subjective nature of the factual data that has been obtained for the conduction of the research. However, the inculcation of the segment of research approach enables the researcher to pave ways for directing the course of the study, which further assist the examiner in the development of the hypothetical assumptions and formulation of the theoretical norms. The segment of data analysis provides information about the implementation of the systematic process by the examiners in due course of examination of the gathered information and obtained facts.

The data analysis segment within the research methodology entails significance based on enabling the examiner to evaluate and assess the obtained facts and figures in an efficient manner so in order to derive appropriate recommendations and conclusions. The criteria for inclusion and exclusion set dimension for the examiner, by consulting to such dimensions the examiner will be undertaking only those resources that have been defined by the inclusion criteria in order to enhance accuracy. The current study follows a qualitative research design and data is collected from already existing sources. No primary data is involved. Furthermore, an inductive research approach is utilised for the present research and the researcher believes in an interpretivism philosophy. The segment of research limitation sheds light over such elements that perform actively in creating hindrances for the examiner to proceed further in due course of conducting research. The ethical consideration describes the observation of ethical and moral conduct during the conduction of the exploration.
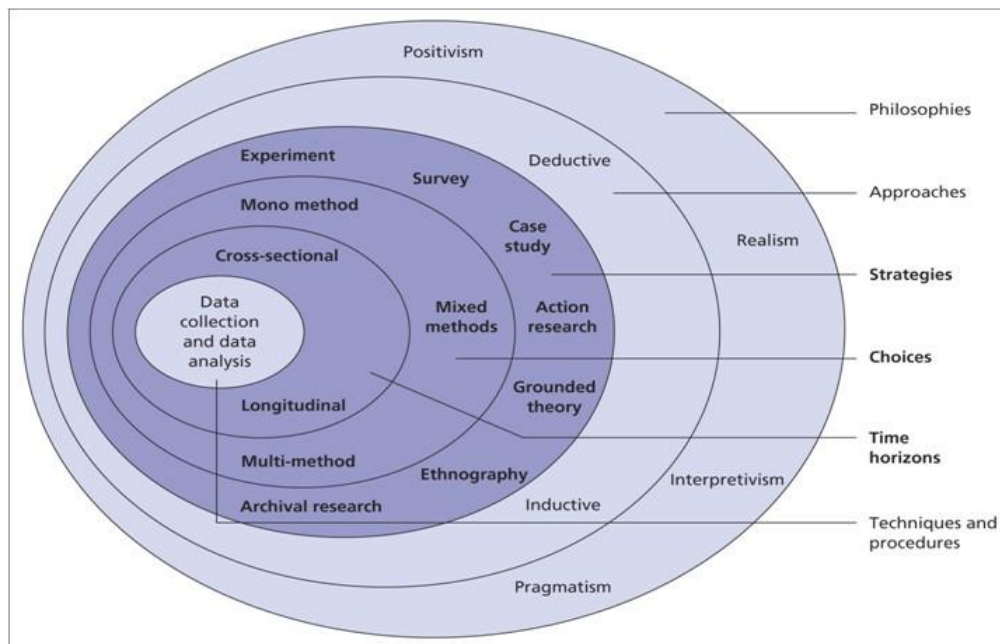
Figure 1: Research Onion

Source: Saunders et al. (2007)

3.2.   Research Philosophy

Research philosophy is the belief for the entire research development and the data collection from primary or secondary sources. Research philosophy also determines that whether data should be objective or subjective (Saunders et al., 2007). Choosing an appropriate philosophy for the study is important to make the results and findings reliable, credible, and trustworthy. Two research philosophies are widely used by academic researchers. These areas are the philosophy of interpretivism and the philosophy of positivism. The philosophy of positivism supports objective and numeric data or direct answers. This research philosophy is highly structured with large sample size. This philosophy although mostly supports quantitative design and measurements, yet can also use qualitative research design. This research design often ignores subjective biases and social constructs in the study.

On the other hand, the philosophy of interpretivism believes in subjective data. This research philosophy supports data from multiple sources that contain multiple aspects (Sinha et al., 2018). Human subjective bias, phenomenologies, and social constructs are considered. This research philosophy suggests that the results and findings of the study can be significantly influenced by the subjective biases of the data. This research philosophy mostly supports qualitative investigations and analysis for the study.

The present study follows a research philosophy of interpretivism. Data is collected from secondary sources and is of subjective nature. In such cases, human social constructs, phenomenological manifestation, and biases cannot be ignored. Therefore, the philosophy of positivism is removed. In addition to that, to explore multiple aspects of Big data, dimensions of international business legitimacy and characteristics of Socially Responsible business, objective and measured data cannot be used. Research objectives for the study demand subjective and detailed data. Therefore, to make the results and findings of the study trustworthy and valuable, the most appropriate research philosophy is interpretivism.

3.3.   Research Approach

The research approach is the direction for the study that the researcher chooses for the development of the hypothesis and theoretical formulation. In academic studies, two research approaches are widely used. These are known as the inductive research approach and the deductive research approach. In the deductive research approach, a hypothesis statement is stated at the start of the study, and at the end, it is either accepted or rejected. The rest of the paper keeps testing the hypothesis statement in a direction. For this approach, researchers believe that it allows to flow in a particular direction therefore, this approach is effective. On the other hand, in an inductive research approach, no hypothesis statement is stated at the beginning. This research approach allows the researcher to explore multiple aspects of the topic and it formulates a theory at the end of the study (Liu, 2016). This research approach supports more explanations and discussion and therefore, the researchers believe that this approach is effective for phenomenological studies.

Additionally, it has also been found that qualitative data often uses the approach of inductive analysis. This data does not flow in a direction and utilises inductive reasoning for the formulation of a theory. On the other hand, quantitative data often follows a deductive approach for the analysis. This data is often in numeric format or in phrasal answers that accept or reject something directly. A mixed methodology of both qualitative and quantitative is used as well in the studies. This method is using a mixed approach of deductive and inductive for the data analysis. However, it is important to maintain a pattern and consistency among the data analysis, research methodology, and the research approach to manifest logical reasoning in the research approach. Therefore, a research approach with appropriate reasoning is very important to guide readers towards the findings of the study.

Furthermore, the research approach puts emphasis on the data generation and data interpretation methods in the study. The most emphasis is placed on the methods of data

generation and less on the methods of data interpretations. Quantitative studies often use statistical and mathematical analysis of the data to link the variable of the study to determine the known and unknown parameters (Gioia et al., 2013). As a result, a deductive approach allows establishing a connection between the research hypothesis and the data collected either in a descriptive way or in inferential statistics. In addition to that to test, the hypothesis a quantitative analysis uses a deductive approach to ensure that the study follows a certain direction. In the quantitative analysis, this approach transforms the generic reason into a specific reason. A deductive approach often includes four steps. At the first step, it explores the theory and finds themes and patterns. At the second step, a theory is developed and hypothesis statements are stated that need to be rejected or accepted. In the third stage, themes and patterns are brought into observations with the help of statistical and mathematical, or thematic analysis. Finally, the specific conclusions using a logical pattern are drawn that confirms the hypothesis statement in the form of acceptance or rejection.

The current study follows an inductive approach. There is no hypothesis statement to accept or reject at the start of the study; rather, the study proceeds in the direction of formulating a theory to establish the function of big data in socially responsible enterprises and the aspects of IB legitimacy. The research believes that to address the research objective, data of the multiple aspects from various sources is required. Research objectives for the present study further support a theoretical development for the study and do not support any hypothetical statements and observations. Therefore, the deductive research approach is removed. Furthermore, throughout the study different themes and patterns of the data are explored rather than focusing on a single theme and testing that theme. It also does not support the deductive approach for the study.

In addition to that, an inductive approach is widely associated with secondary sources, where data of the multiple aspects is generated to explore multiple themes and aspects of the topic. The inductive approach is extensively utilized for qualitative data analysis since it generates concepts, models, and themes.This approach involved secondary data from various sources and establish a link between the findings of the study and the objectives outline with the help of raw data (Woiceshyn and Daellenbach, 2018). This approach, therefore, formulates a theory and does not support any acceptance and rejection of the hypothesis. The researcher believes that to link the variables of the research such as SRB, Big Data, and IB, an inductive approach is adequate. Therefore, for this study, the most appropriate research approach is the inductive research approach.

3.4. Research Strategy

The research strategy is a plan to develop the entire research step by step. Research strategy allows putting ideas and thoughts as well as efforts in a proper direction to conduct research. Research strategy allows the research to generate data from various sources in a systematic manner and according to a set schedule (Amelina, 2010). All of the stages for conducting the research are performed according to set time and rules. It further allows the researchers to save time, stay focused as well as improve the quality of the data. The researcher might use a research strategy to express the research reasoning and perform experiments to meet the research objectives.

There are multiple steps involved in the research strategy and the first step is to use existing data to determine a specific target for the research. Once the target is set, the strategy allows accessing data and sources to meet the research objectives. The final stage is to conduct the research for the identified gap and from the determined target sources. There are various research strategies for both qualitative and quantitative research. These include the conduct of experiments, surveys, interviews, view existing data from available sources, and others based on the design of the study. For interviews and surveys, a group of the population is targeted and surveyed.

The present paper uses a research strategy to gather data from existing sources and online databases such as google scholar. The study does not include any population group rather involves multiple variables such as SRB, IB legitimacy, and Big data. Sources to access data about these variables are already present. Therefore, there is no need to conduct surveys and interviews. Furthermore, for the international business legitimacy, the population is global and wide enough to be surveyed. However, a set of keywords is used to access data. These include socially responsible business, corporate social responsibility, latest data technologies, Big Data, internationalism, International Business Legitimacy. It is also worth mentioning that when at the first stage of the strategy a research gap and target are identified, a strategy of inclusion and exclusion is also applied to the data to focus only on the relevant data and remove irrelevant data.

3.5. Research Design

One of the most essential aspects of research technique is research design, which allows the researcher to select the best approach for data analysis and collecting. According to Saunders et al (2007), two research designs are widely used. These are known as the qualitative research design and quantitative research design. In addition to these, a mixed-

method is also used that includes both of the designs for data analysis and interpretation. A quantitative research design often believes in objective data that is always in numeric format and the tools of statistical and mathematical analysis are used to analyse this data to extract themes and useful meanings. This design also supports the data that is in single words answers. On the other hand, qualitative research design supports the data that is in written format and includes multiple perspectives. This research design believes in subjective data. While the quantitative research design ignores social constructs and human biases, the qualitative research design takes both into the consideration and believes that phenomenological manifestation of subjective biases and the social constructs in the research cannot be ignored and that may pose limitations to the findings of the study as well.

Additionally, Muijs (2010) suggests that the choice of quantitative research design allows the researcher towards objective calculations and measurement of mathematical, statistical, and numerical data that is generated from experiments, surveys, interviews, polls, questionnaires, and others. This research design also manipulates the numerical and statistical data found in the existing sources. This research design emphasises the data gathered in the numerical format and generalises this to various groups and populations to demonstrate specific phenomena in this data. Furthermore, the goal of the quantitative research design is to identify a link among the dependent and independent research variables. An independent variable is the research variable that does not change with changing the other variable, while a dependent variable is always subject to changes when another variable changes. The dependent variable is also known as the outcome variable. A quantitative research design can be both descriptive and experimental. In descriptive design measurements and calculations are performed once only and in the experimental design, measurements are done both before and after the experiment. Furthermore, a descriptive design only establishes links between the independent and dependent research variables, while the experimental design also manifests causalities in the study.

On the other hand, a qualitative research design keeps changing and depends on the participants, the method of data collection, the nature of the interviews, and focus groups. All the aspects are highly considered while using a qualitative research design for the study. Although, various qualitative research designs are different from each other, yet there are also some similarities between these. This research design highly depends on the social constructs and human biases and analyses the phenomenological data with the help of qualitative analysis such as thematic analysis and content analysis to establish a relationship between the research variable, research objectives, and theoretical framework. The current study uses a

qualitative research design. The research believes that only the subjective data that includes multiple perspectives contributes towards accurate findings. The researcher believes that to meet the research objectives for the impacts of Big Data on socially responsible businesses in the aspect of international business legitimacy only objective and phenomenological design of the research can be effective. Furthermore, quantitative research often deals with logical reasoning, numbers, phrasal answers, and objective opinion.

The researcher believes that only numerical and statistical data obtained through descriptions and experiments contribute to accurate results and findings for the study. This research design supports unchanged data and convergent reasoning for the study, rather than supporting divergent reasoning. This study does not involve any numerical and objective data and the researcher believes that detailed data that flows in multiple directions can only answer the research question and addresses the research objectives. Therefore, the quantitative research design is removed. Additionally, the researcher strongly believes that subjective biases and human social constructs in anthropological and phenomenological studies cannot be ignored. Data collection sources contain the biases and personal opinions of the authors as well, despite using other sources. Therefore, to explore this phenomenon the most appropriate research design for the current study is the qualitative research design.

3.6.   Data Collection

Data collection is a crucial part of the research technique since it helps the researcher to gather data from credible and dependable sources to enhance the study's outcomes and findings.This includes methods of data collection from various sources. There are two methods of data collection that are used widely by the researchers. These are identified as the methods of primary data collection and secondary data collection. Both of these methods use different strategies for the data collection and depend on the design of the study and research approach. Furthermore, the method of primary data collection allows the researcher to collect data from new sources. This data is specific to the research objectives and has not been previously discovered by other researchers, therefore it is often regarded as fresh data as well. Various research strategies are adapted for primary data collection. The sources of primary data collection include experimental studies, surveys, questionnaires, interviews, and others that provide new and fresh data. On the other hand, the method of secondary data collection allows the researcher to collect data from already existing sources. This data has previously been discovered by other researchers to address similar research objectives and answer similar research questions. The sources for the secondary data collection include; books,

magazines, articles, website data, anthropological and phenomenological data, interviews, videos, and others.

This study follows a method of secondary data collection. The research objectives to address the impacts of big data on socially responsible businesses in the aspects of international legitimacy do not support data to be collected from primary sources. Furthermore, the research objectives include a global and international perspective, and vast populations therefore strategies of the primary data collection such as interviews and surveys are not possible. Furthermore, there are other constraints as well for the primary data collection for the current study. Primary data collection is also an expensive method of collecting data and for the current study, conducting primary research on an international level is further an expensive and time-consuming process.

Therefore, strategies of secondary data collection are applied for the present research. As a research strategy already existing literature and resources are reviewed. Data about the research objectives and socially responsible businesses as well as about the role of big data for making businesses socially responsible is already available over numerous resources. Furthermore, personal opinions that are evident in the primary data and interviews of the participants are not present at that level in the secondary data, which makes the research findings more relevant and trustworthy using a method of secondary data collection instead of using interviews and surveys. Sources such as books, articles, magazines, and others regarding the topic are available already. Furthermore, the current pandemic of Covid-19 puts restrictions as well on the primary data collection by interviews. The secondary data collection, however, does not involve any direct social interaction. In addition to that primary data collection method involves costs as well that are reduced with the help of secondary data collection. Therefore, the most appropriate data collection method for the present study is secondary data collection.

3.7. Data Analysis

Data analysis has been determined as a systematic process implemented by the examiners while conducting a particular exploration at the said concern by effectively evaluating and analysing the gathered facts and figures. Heeringa et al. (2017) has mentioned in their explorations regarding the data analysis that it has been perceived as the most crucial segment of the exploration due to the fact that such segment incorporates in-depth analysis of the attained information that further directs the examiner towards the attainment of the results and conclusion. They further observed and argued in such regard that upon the introduction

of qualitative approaches contained by the qualitative textbooks associated with the researches, each and every approach has been discussed by remaining under the historical context and philosophical backgrounds. It has been determined on a general basis that a broader philosophy has been shared by the qualitative approaches, such as certain starting points determined as open-ended, and the approaches associating person-orientation. The current exploration has been proclaimed as secondary qualitative, which implies that the study has been conducted by consulting the subsequent resources of the preceding examinations and studies that inculcates the efforts of the examiners. The preceding secondary resources through which the data has been attained encompasses the previous researches, journals, magazines, and books.

Current exploration has made an effort seeking to evaluate and assess the facts and figures in an efficient and progressive manner for the purpose of drawing a particular conclusion that could be reliable and effective in all aspects. The entire facts and figures contained by the current research have been evaluated and assessed the data that has been obtained by the study in a systematised manner, then arranging that data precisely and analysing the gathered facts by thorough reading, filtering the sources, and critical evaluation (Sgier, 2012). The recent study has determined the facts by comparing and contrasting the attained information in such a sense so that the ongoing exploration becomes able of achieving and presenting various perspectives probable to the research topic and in order to remain free from bias of any sort. The current study has employed the approach of content analysis for the purpose of analysing and evaluating the obtained information in order to attain productive results and desirable outcomes. Several examiners founded their opinion in regard to the approach of content analysis that communication theory has been introduced providing a course for addressing properly the concern relating to interpretation and clarification of the underlying assumptions by the content analysis approaches.

The content analysis approach has been determined as the process that enables the examiner for measuring the qualitative facts and figures based on analytical assortment in correspondence to comparing and relating the available and obtained items and evidence concerning the information for the purpose of overview (Vaismoradi et al., 2013). Thematic analysis can be carried out while keeping within the realms of the realist and constructionist paradigms, with varied findings resulting from differences in focus. By employing and implementing data reduction methods and processes, such a data analysis process turns large qualitative facts and figures from raw to productively usable indicators.. However, such approaches of data analysis have extensive reliance over the "factist" perspectives, which

presumes facts and figures containing more as well as less accuracy in association to the truthful indexes obtained by the realistic notions.

Bengtsson (2016) in their explorations has mentioned that the approaches of content analysis for the purpose of data evaluation have been employed seeking to identify and determine the concept or theme present in the accessible qualitative facts and statistics. They further observed that the current exploration has assessed and evaluated the obtained information by developing particular themes in relation to the said concern that ensures correspondence and interrelation with the pre-identified objectives of the study. In order to describe in a more simplest manner, the researcher by obtaining such approaches for the data analysis deemed for finding out regarding the factual attitudes, behaviour, and motives observed and interpreted by the individuals designated to be explored in relation to detecting the occurrence of actual incidence. It can be proclaimed without any doubt that content analysis in correspondence to the thematic analysis collaborates the identical aim for analytic examination of narrative sources having associations to the real-life concerns. Such a process will be employed by breaking the text into comparatively smaller and flexible units of content and submitting such units for descriptive treatment.

It has been proclaimed in regard to the content as well as thematic analysis approaches that have been determined as suitable and appropriate for the deliberation of desirable responses to the identified question of the exploratory concern (Elo et al., 2014). The researchers have further added in the context of thematic analysis that such a tool has been determined as flexible and useful for the purpose of exploration in order to obtain detailed and rich, perhaps complex accounts for the information. More clearly stating that thematic analysis incorporates the identification and inspection of the general threads, which could further be extended across the data collection sets. The examiners have determined content analysis approaches for the evaluation and assessment of the multi-faceted, significantly viable, and sensitive phenomenon of exploration. The examiners found that in the course of doing exploratory work in the context of the mentioned issue, where ambiguity is prevalent in the majority of the segments, content analysis methodologies should be implemented.

Such approaches defined by the content analysis have been presumed as suitable and convenient in order to report in more of the simplest manner in the context of the in general exploratory concerns demarcated by the obtained facts and figures (Graneheim et al., 2017). The researchers have profoundly developed their opinion in regard to that both of the approaches incorporate aptitudes of permitting the qualitative analysis of the obtained

information. Based on the incorporation of content analysis, the researchers have conveniently deliberated that analysing and evaluating the qualitative facts in correspondence to the quantification of the facts simultaneously is deemed as possible. It has further been observed that content analysis employs a descriptive approach for coding of the facts as well as interpretation of the quantitative counts contained by the codes; whereas, thematic analysis ensures the provision of comprehensive, purely qualitative, and nuanced data accounts.

As far as the current exploration is concerned, the primary chapter of the introduction has efficiently described the foremost aim in relation to the three significant objectives of the exploration; which emphasises that the current study has effectively assessed and evaluated the obtained information by keeping alternating outlooks of the study based on the assistance of the identified objectives of the study. Primarily, the exploration has proactively and effectively deliberated, evaluated, and analysed the literature concerning the research topic for the identification and recognition of the approaches in order to support the role of big data analysis in socially responsible business. Furthermore, the exploration has obtained corresponding information for the purpose of evaluating and analysing the facts that highlight the legitimate perspectives are concerned across the international business domain. The factors associated with the international business domain comprise the role of religion, the role of cross-border collaboration, global business strategies in correspondence to the influential bodies. The study has then filtered out the most credible and authentic factual data for the inculcation within the exploration.

3.8. Inclusion-Exclusion Criteria

The criteria for inclusion and exclusion in the research context have been determined for setting profound boundaries in order to obtain a systematic overview. Such criteria will be productively laid after setting the questions in regard to the said concern for the exploration. Such initiative inculcates prior to the conduction of the search and exploration while scoping relating to the searches and exploration necessarily be undertaken for determining the appropriate criteria for the study. There are several factors that can be perceived by the examiner in due course of the set criteria for inclusion and exclusion. The recommended information to be comprised for the inclusion and exclusion is concerned with recording under the paragraph or table format defined by the systematic review. It might become essential for providing definitions and explanations in correspondence to the said sources from where the information has been obtained, as well as their employment for the precise concepts within the question of the research.

The inclusion criteria incorporate and everything contained by the exploration, while the factors that have been determined as making the study ineligible must be determined to be comprised under the criteria for exclusion. As far as the inclusion criteria are concerned it is viable to choose those secondary sources that align in an appropriate manner with the design of the study for the question of the exploration. For instance, those secondary sources have been consulted for the attainment of the desirable facts, which are based on the role of big data within the socially responsible business. Furthermore, the studies and explorations will further be taken into account which determines the legitimacy perspectives of the business across the global domain. The data for the current exploration will be obtained from those resources that have been pronounced as most authentic rather than entailing vague associations.

3.9. Research Limitation

The limitation of the exploration is concerned with the emphasis on barriers during the collection of secondary data and conducting the research study. The researchers have pronounced that it is easier to gather and assort data obtained from secondary resources, whereas, the barriers co-exist limiting the exploration to proceed further. Such limitations can become problematic if ignored at the primary stage of appearance and observance. As far as the domain of current exploration is concerned, which has been proclaimed as secondary qualitative. The data obtained through secondary resources might be pronounced as general and vague, which could be determined as irresponsive for undertaking decisions. The researchers have further observed that information obtained through secondary resources might be inaccurate due to the presence of unreliable facts over the internet, which cannot be detected most of the time due to a lack of strengths and resources. The instances are further probable that the desirable data might be present, but obstructs the examiner from inculcation in order to conduct exploration based on the available data and statistics for being obsolete. The probabilities are even there stating that the sample designated by the examiner in order to obtain secondary data might be insufficient and smaller in size. Further limitations observed in the context of exploration would be that venture that has published the data lacks reputation.

3.10. Ethical Consideration

In recent times, moral and ethical considerations have been determined as a worthy asset that compels each and every individual to gain comprehension regarding the viabilities

associated with ethics in order to develop strategies and plans based on observing the moral consequences. Roberts (2015) has argued that the ethical considerations comprise the worthiness and significance due to entailing credibility, validity, and authenticity in the context of exploration. The examiner is therefore restricted to follow moral conduct in due course of conducting exploration, otherwise, a huge kiosk will emerge within the field of exploration based on the existence of plagiarism, and the facts that can be determined as irrelevant to be considered that will further be impacting the future researchers. Hence, the examiners perceive it as an essential element for conducting exploration in order to make effective comprehensions by following the ethical code of conducting research, which necessitates the examiner to not pick up the content as it is that can be accounted under the domain of plagiarism.

The ethical consideration in the context of conducting research takes into account; informed consent, sampling approaches, risk of harming, voluntary participation, anonymity, confidentiality, validity, and methods of exploration (Neale, 2013). The exploration will be answerable for the accurate and appropriate justification of the material associated with backing the research, otherwise, the study will be determined as biased or inappropriate. The ethical consideration indicates the responsibility of the researcher to lay the foundation for the description of the attained sampling in correspondence to emphasising the cause due to which the option has been chosen by the examiner. The researcher has to provide a statement that will describe why the other options have been rejected by the examiner. Such ethical and moral instances ascertain the credibility of the examiner.

3.11. Summary

Research methodology entails viability by enabling the researcher to incorporate adequate resources, which ascertains the attainment of desirable data. This chapter further elaborates on the inculcation of appropriate ways and techniques for the interpretation of the obtained facts and figures. This chapter provides information regarding the adoption of the appropriate philosophy of the research, which enables the examiner to understand the nature of gathered facts in order to proceed with the study in an efficient manner. This chapter has inculcated the research approach segment that provides knowledge about the course chosen by the examiner in order to proceed further. The segment of data analysis has been encompassed by the current chapter, which informs us regarding the systematic process obtained by the examiner for inspecting and evaluating the obtained facts. The section on inclusion and exclusion entailed by this chapter provides a statement about what secondary

sources have been observed for the purpose of data collection and what are the causes behind the rejection of the sources. The limitations of the research have been concentrated in the chapter on research methodology as well. The ethical consideration has further been involved by the current chapter of methodology, in order to highlight the significance and viability of such segment in the context of exploration.

Chapter 4: Results and Discussion

4.1   Introduction

4.2   Characteristics of Socially Responsible Business (SRB)

In the last decades, global climate has witnessed the worst impacts from the pollution that is produced by businesses and companies. In addition to that, the corporate wrongdoings and impacts of businesses on society and the environment have accelerated. Due to the increasing impacts of the businesses on climate and society, scholars and researchers have laid emphasis on the managerial and operational activities of businesses that contribute towards both sustainable and inclusive development, and this phenomenon is known as Socially Responsible Business (Fitzgerald et al., 2010). While in the present business structure stakeholder is more concerned about the financial profits obtained, an SRB model of the business focuses on social and environmental development. In such a business model stakeholders are widely vested around a business model that business operations that impact the global environmental sustainability and leverage poverty from the society.

RQ Sub-questions	Dimensions and Characteristics Of Socially Responsible Businesses	Case Company Information	What type of Big data	How Big data impacted	What was the final value output created by big data in IB and how
	What	Where		HOW	
How big data has influenced different dimensions of legitimacy	1. Legal 2. Ethical 3. Social 4. Environmental 5. Global Inclusiveness and Sustainability	Legal affairs of Starbucks Production and Supply Chain Social Services and Community programs. Environmentally friendly	Predictive Modeling, Production Tools and techniques	Supply chain management, Sustainable production procedure.	Starbucks has applied the techniques of Big data in its supply chain and production as an output

		practices.			the company has introduced disruptive markets. Also, Starbucks has improved traceability with the help of Big data tools.
What roles the big data played on different characteristics of socially responsible businesses in international business	1. CSR 2. Sustainability 3. People 4. Planet 5. Socially Responsible Investment (SRI)	Sustainable and inclusive practices. Achieving objectives of corporate social responsibility Helping in to invest in socially responsible businesses.	Structured Data Consumers Insights	Structure data allows Starbucks to collect data of consumers from various places and to determine that whether the company fulfils its CSR or not.	Objectives of the Socially Responsible business are met.

Table 1: Characteristics of SRB

Furthermore, it is worth mentioning that like other businesses, SRB is also a for-profit business model and does not operate like non-profit businesses, yet it conducts operations and projections in three dimensions such as society, economy, and environment. This phenomenon is often regarded as the triple bottom line. Fitzgerald et al. (2010) highlighted that one of the major characteristics of the SRB business model is the agenda of global

sustainability and inclusiveness. In addition to that SRB, a business model is also associated with the three Ps of CSR. The analysis of the data suggests that such businesses score high I the CSR index and adhere to corporate social responsibility for the betterment of society. Three Ps of the CSR that are also incorporated in the characteristics of SRB refers to people planet and profit. For the SRB business model, the order of these three Ps is also important where people come first and profit at the last. This means that the SRB business model emphasises more on society and then on climate sustainability to save the planet and finally on the profit.

Additionally, the agenda of global sustainability and development of SRB is gaining momentum widely. SRB characterises businesses for both the categories such as a for-profit business that supports environmental and social sustainability and an approach that supports such business activities and operations that contribute towards a sustainable and developed world (Kornilova and Karashchuk, 2017). With technological advancement and globalisation, the international business model has gone far beyond. Businesses today are connected with each other and they have extended their binderies to cross the border. This international business model, therefore, in the last decades have undergone some major changes and transformation that needs more nuanced information and knowledge for the rapidly increasing impacts of businesses on the society and environment as well as the increasing demands of global inclusiveness and environmental sustainability. Therefore, the SRB businesses model focuses on such demands to avoid the negative impacts of internationalism on the global climate. Although the business model of SRB is strongly associated with CSR, yet it goes beyond the previous concepts of philanthropy and sustainability and focuses more on internal business practices. It also advances the information and knowledge of inclusiveness and sustainability in private businesses. With the concept and knowledge of CSR other concepts of inclusiveness and sustainability include Socially Responsible Investment and Social Enterprises (Hasan, 2016). Both of these are significant characteristics of the SRB business model that encourage businesses to adhere to such investment and financial activities that generate social and environmental values. By definition, these characteristics differ from each other. CSR as the name suggests is a set of activities for businesses that generate social values and contribute to social wellbeing. CSR majorly aims to trance the community and produce a positive social impact.

Additionally, as a characteristic of SRB, the socially responsible investment is performed to achieve the social and environmental objectives as well alongside the financial objectives. In a traditional business, model investment is done for financial gains and it is

considered that better financial returns are expected against the investment (Štrukelj and Gajšt, 2019). However, SRI as a novel approach and as an essential characteristic of SRB encourage businesses and individuals to invest in a business that values society as well as the global climate suitability. Similarly, in the traditional business model, small and medium enterprises are more focused on financial gains. However, in recent years, with the concepts of SRB, the idea of social enterprise also emerged. These enterprises, against the traditional approach, believe in the products and services that increase the social impacts of such enterprises.

In addition to these characteristics, other significant characteristics of the SRB include a sustainable supply chain system and an improved internal working environment. This business model urges businesses and organisations to establish an internal culture that respects diversity and avoids discrimination (Nadanyiova and Das, 2020). In the last decade, workforce diversity has obtained remarkable significance. Technology has made communication easier in all parts of the globe and people from various places are hired by companies and organisations. It is considered that a diverse workforce enhances the productivity of businesses because several minds and perspectives are involved. However, it enhances conflicts and discrimination in the workplace as well. Employees from different backgrounds and with various perspectives develop miscommunication and disagreements that result in conflicts and impact the business objectives as well. However, SRB encourages education and training for a diverse workforce to reduce these conflicts and improve the internal working environment. Another significant element of the SRB business model is that it discourages workplace discrimination and urges businesses to respect the changing views of the employees at the workplace.

Furthermore, the social responsibilities encourage companies to act in an ethical manner and to contribute towards the economic development of society. The analysis of the data has found that Starbucks is among the most socially responsible business. The company recognises the needs of the social responsibilities and adheres to the guidelines of environment-friendly practices as well. Starbucks also considers the interests of all the stakeholders and the benefits of those who are connected with the company. The major stakeholders for the company include the investors, suppliers, customers, and employees as well as the community. According to Enquist and Hoagland (2011), there are several expectations of the stakeholders from a socially responsible business where the consumers expect value and quality products and services and the employees expect to the treated fairly and should be offered fair wages in an environment-friendly condition.

While on the other hand investors and suppliers are always seeking to have better benefits and to be a part of the decision-making process. It has been further analysed that Starbucks strives to meet the expectations of all the stakeholders. Furthermore, Starbucks divides its SRB model into three segments. These include legal, ethical and economic. The company obeys all the rules and regulations and abide by the legal requirements to enhance the experience of the consumers (Campbell and Helleloid, 2016). The company is registered with trademarks, copyrights and licenses. In addition to that, the company believes that the profit should be spent on the community as well and produces economic and job opportunities for the people.

In addition to that According to Simpson and Taylor Starbucks firmly believes in ethical business activities to survive in the marketplace and to bring success to the organisation. According to (Kang and Namkung, 2018), this company has a proper "Business Ethics and Compliance" procedure that supports the SRB mission of the company and protects the reputation of the company as well as the internal culture. This process distributes awareness about the legal and ethical compliance among the stakeholders in the company. Starbucks takes all the stakeholders on board to discuss conflicts and challenges in the company. Furthermore, the company provides an enhanced channel of communication to connect the stakeholders with each other and with the company for improved decisions. Additionally, to maintain an SRB business conduct Starbucks has issued a small booklet and distributed it among all the stakeholders (Mullerat, 2013). This booklet sets all the standards that are required to meet for socially responsible business practices. The business conduct program helps the company to accomplish the business objectives as well as the mission of the company. The retention of the employees is also high in the company for the good working conditions and fair treatment of employees.

According to the reports, Štrukelj and Gajšt (2019) SRB policy of the company is based on three pillars that are known as "Community, Following Ethical Sourcing, and Taking Care of the Environment" (p. 113). The company believes in paying back to society and it has established community stores with the help of domestic mon-profit organisations in many areas. These stores aim to create economic opportunities for the community and to hire only local individuals. The company also has introduced another such program recently that is known as "Points of Light" and allows the local workers to work with diverse teams to establish new skills (Aiello and Dickinson, 2014). The duration of this program is set by the company as 6 months. Therefore, the analysis of the data results that Starbucks is a socially

responsible business and contributes to the benefits of society, environment, and economy with SRB practices.

4.3 Dimensions of International Business Legitimacy

In recent decades, technological advancements have allowed businesses to expand globally. With the global expansion, the traditional business model has become an international business model and hence the requirements for the businesses and companies to adhere to international laws in other countries have emerged. According to Rendtorff (2020) During the 1990s and 2000s multinational companies have enjoyed global benefits, however, at present, the international business challenges for these multinational enterprises have increased. According to the reports of the first international conference that was held in The Netherlands in 2015 the international business legitimacy "They are suspected of tax avoidance, using low wage countries for corporate benefits only, disrespecting privacy regulations, abusing consumer data, violating local community rights, exploiting natural resources, ignoring basic human rights, and employing too many lobbyists targeting national and international political decision-making processes for their own corporate interests" (Global edge, 2015, p. 1).

Therefore, the major dimensions for international business legitimacy include all the legal, ethical, social, and environmental standards. Furthermore, the increasing concerns of the global climate changes have further posed challenges to the companies while operating across borders. Companies are required to adhere to all the climate change regulations and laws internationally to mitigate the negative impacts of their business activities on the global environment. It has been found that international legitimacy is very important for International Businesses and impacts their social and economic decisions internationally.

Additionally, pertains to the legal dimensions of the international business there are several laws outlined in the UK to determine the business structure and operations for the companies operating in the global environment (Kuznetsov and Kuznetsova, 2012). These legal guidelines propose businesses not to involve in any illegal practices. Furthermore, when businesses operate internationally, there are several local and domestic laws as well to be followed. These laws outline the minimum wages, taxations, working conditions, and others. Another dimension of CSR has been found as the environmental dimension. After the concerns about the changing climate, today most of the countries have outlined environment-friendly guidelines for the companies.

In 2015 an international environmental agreement was established in Paris that was signed by 175 participants and among these 174 were the states and participant was the European Union (Agreement, 2015). Finally, the analysis of the data suggests that among the other dimensions one of the most important dimensions of IB legitimacy is the economic and social responsibility of international enterprises. Companies with an international presence are required to create economic opportunities for the country and contribute to the GDP as well as provide enough employment opportunities. Companies are also required to involve in philanthropic and voluntary practices in the community and enhance lifestyle standards, health care situations, educational opportunities, and others.

Analysis of the results suggests that Starbucks takes all the dimensions of international legitimacy into consideration for its business operations both at the domestic and international levels. Starbucks is currently operating in more than 80 countries internationally with more than 30,000 stores serving the best quality products to international consumers. The mission of the company is to provide a good customer experience within the environmental supporting measures for the farmers (Starbucks, 2021). The company also includes ethical brand awareness across the globe, because today consumers have become aware of the social and ethical responsibilities of the companies. The company has multiple philanthropist programs including community stores and green buildings for the society (Ottman, 2017). The environment-friendly practices of the company include recycling energy, water conversation, green building, climate change, and others.

Starbucks recognises that its production causes the emission of Carbon and other greenhouse gases, therefore, the company is creating eco-friendly projects. The company focuses on the utilisation of renewable energy resources to minimise the impacts of ill environmental practices. The goals of energy conservation are set by the company. Furthermore, the production of the company consumes a lot of water as well, and it is committed to reducing water consumption (Kinderman, 2013). Report on water conservation (2018) suggests that Starbucks instructs its employees to use minimum water and manage the water resources. Starbucks also involves itself at the domestic level to produce renewable water and energy resources to adhere to the dimensions and standards of international business legitimacy. The company offers reward points as well for the reduction of waste (Gov.Uk, 2018). In 2020, Starbucks has outlined a thorough plan for the management of its environmental resources for resource positive practices.

The company is committed to adopting "Carbon Neutral Green Coffee" by 2030 to cut the production of waste and carbon footprints. Another environmentally friendly practise

of Starbucks to adhere to IB legitimacy standards is the green building projects. The company always strives to design its production units and stores in a way that their impacts on the global environment are mitigated (Geereddy, 2013). The LEED certification program that was established by the United States Building Council is utilised to protect the climate. The green buildings of the company are significantly considered to be in compliance with the IB standards. The company also takes the natural inhabitants into consideration.

Finally, the company as a part of its SRB practices to adhere to the IB legitimacy standards also contributes positively to the local farmers. According to Atzori et al. (2018) project that is called Café practices (Coffee and Farmer Equity) addresses that the production of coffee internationally should follow the practices that contribute to the farmers and environment and do not harm the climate (Starbucks, 2020). Similar to the Café another such practice of the company is Cocoa and the company ensures that they are utilising standard quality Cocoa. For example, in West Africa, Starbucks joined hands with domestic organisations to promote the interests of the farmers.

Additionally, as a characteristic of IB legitimacy, it is important for the companies to consider the interests of all the stakeholders such as consumers, buyers, suppliers, and others while taking important decisions. It has been found that Starbucks involves the stakeholders in their process and prefers people over profit. Therefore, it can be concluded that the company strives to fulfil all the possible dimensions of IB legitimacy and promotes eco-friendly, social, and economic activities.

4.4. The Role of Big Data in Socially Responsible Businesses (SRB) In Obtaining International Business Legitimacy

According to Hurwitz et al. (2013), Big data refers to a set of tools and techniques that are used to manage high volume data that is obtained from various sources in multiple formats. Businesses with SRB practices involve multiple processes and tasks to obtain IB legitimacy. Analysis of the data suggests that the role of the big data for SRB to attain legitimacy at an international level is significant. To begin with, the IB legitimacy criteria urge businesses to raise customer expectations and increase communication among all stakeholders. In the past companies used traditional tools to determine the expectations of the consumers and their purchasing behaviours in order to meet their expectations. However, the advancements in technology and the revolution of smartphones and devices have made the data of the consumers readily available to companies (Reichert, 2017). Today consumers are attached to social media and their information about their likes and dislikes is easily

available. Combining various data sources, a lot of the consumer data is collected that is not possible to be analysed using the conventional methods of the data analysis. Therefore, the tools of Big data allow businesses to analyse and process this huge volume of data to extract meaningful insights about the expectations of the consumers.

In addition to that, Big data has also improved the communication of stakeholders for businesses that ultimately leads SRB to obtain IB legitimacy. With the communication tools, the strategic communication of the stakeholders to make the environment and social-friendly decisions has remarkably increased. In this regard, a paper published by Wiencierz and Röttger (2019) suggests that "Big data enable strategic communicators to analyse the needs, opinions, attitudes, and behaviour of their stakeholders in even more detail. From the planning to evaluation, big data analyses make corporate communication more analytic and potentially more strategic" (p.42). Therefore, the automatised BIG data tools of the communication bring all the stakeholders closer and enhance the decision making. In addition to that, the interests of the stakeholders such as employees, investors, suppliers, and community can be easily determined by companies when the stakeholders work close to each other and have smooth communication with each other.

Furthermore, to adhere to the standards and guidelines of IB legitimacy businesses need to store and process data as well. Previously the capacity of storing data was less than today's data storage capacity that BIG data includes. Transactions and other data can be effectively stored with the help of BIG data tools (Peng et al., 2016). In addition to that, SRB businesses need to have smooth cross-border communication as well with teams working in another country to get involved in the local social-friendly practices. In this regard today, the centralised system of the BIG data brings all the teams from all the regions across the globe together. Furthermore, it has been found that the BIG data tools are helpful in building green strategic typologies for SRB businesses. The data management tools provide SRBs with an opportunity to enhance their green management.

From the environmental perspective, efficient corporate resource management is important to use renewable resources and conserve water and energy resources as well as natural inhabitants. In the SRB business model corporate environmental and social management has become an important phenomenon (Salminen et al., 2017). The economical utilisation of these sources in a way that does not harm the climate and society as well as the people is one of the operational interests of SRB businesses. Furthermore, in corporate environmental management, the responsibilities and procedures of the SRB businesses need to be structured and organised in a way to meet the legal and social demands. The application

of Big data management tools provides an opportunity for such businesses to manage their resources and comply with IB legitimacy guidelines (Markus and Topi, 2015). The application of Big data tools in terms of value creation, employment, and social-friendly investment is also significant. Tools of predictive modelling also allow SRBs to determine their long-term impacts on the global environment and hence adopt such practices that reduce these impacts to obtain an IB legitimacy.

The analysis of data suggests that Starbucks uses Big data tools to obtain international business legitimacy. The company involves itself online with the community and gathers a lot of the consumers' data using online platforms such as social and digital media. This data is stored in a large centralised database and is analysed to determine the expectations and demands of the consumers. The company has online communities where people talk about the products of the company and their quality. Furthermore, Starbucks has also developed an application for better consumer expectations (Pathak, 2020). Through this application, the company also determines the expectations of consumers. Starbucks uses Big data tools for environmental resource management as well as to use recycle resources that do not impact the environment badly (Minelli et al., 2013). The company also uses big data tools for a flexible and sustainable supply chain management system. In addition to that Starbucks uses AI frameworks that are developed by the company itself and are known as Deep Brew to enhance its in-store experience and information system.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

Global climate is changing at a rapid pace and this changing environment appeals to the global businesses and industries to adhere to sustainable business practices. Therefore, in the past few decades, the words sustainability and social responsibility have become widely popular among the business sectors. Both the terms although address different areas, yet, are the same parts of sustainable activities. Although, it is considered that businesses and companies that work for the benefit of society are mostly non-profit companies, yet, socially responsible businesses are for-profit companies that not only focus on their profit but also on the benefits of society and the environment. Such businesses provide economic and social support to society as well as offer sustainability to the global environment. Such businesses are highly sensitive to their effects on the society and planet.

Generally, companies often regard their profit when it comes to creating crucial business strategies and decisions. However, socially responsible businesses consider three dimensions in their strategies. These businesses not only focus on profit but also on people and the planet and therefore, it is said that such businesses are based on three Ps such as people, profit and planet. Furthermore, today consumers have become conscious of the impacts of businesses and companies on the global environment as well. They tend to buy from companies that are socially responsible and care for their activities that may cause damage to society and the environment. Businesses today also make this kind of investment that is known as the socially responsible investment.

Big data refers to the management of a large volume of data that is obtained from various resources. Today, with the availability of technology and digital platforms a big amount of data is gathered by businesses and organizations as compared to the past. Data of the consumers that is collected from multiple sources and carries multiple aspects cannot be managed and stored by the traditional databases, therefore, big data tools are used to manage and store this data for businesses. Big data processes both structured and unstructured data as well as posts from the social media and financial records of the companies.

Results of the study summarize that pollution that is produced by the industries is causing the worst impacts on the global sustainability demands. Characteristics of Socially

Responsible businesses are the development of environment and the society. Such a business offers acknowledgement to all the stakeholders. Characteristics of socially responsible businesses are their legitimacy, ethical business practices, social responsibility, environmental responsibility, inclusiveness and sustainability.

In addition to that, the major dimensions of the international business model are also the same. As technology has advanced and still is advancing with the pace, businesses and industries have become global and expanded their operations across the borders. This globalization and internationalism, therefore, appeal to the businesses to abide by the international business rules and laws. Impacts of the businesses on the global society and environment are diverse and when a company is operating internationally, it becomes the ethical responsibility to view its impacts on the domestic society where it operates. Results of the study further summarize that Starbucks scored high in terms of its social responsibility and this company is among the top socially responsible businesses across the globe. It follows the ethical and legal guidelines in its business practices and offers potential employment opportunities to the community. Starbucks also consider the sustainability of the environment and ensures that its production units are not creating carbon or any hazardous gases that may impact the climate negatively.

The results and findings of the paper also conclude the role of big data for socially responsible businesses to achieve and international business legitimacy. Big data allows companies and businesses to process multiple tasks that are required for international legitimacy. Companies meet consumer expectations and requests by analyzing and processing data insights gathered from many sources and evaluated and processed using big data tools and methodologies. Today most of the consumer data is obtained from their digital presence and big data evaluates this data into multiple perspectives to determine the behaviour and attitudes of the consumers that ultimately help businesses to achieve IB legitimacy. Big data enhances the communication of all the stakeholders in the business setting and makes information sharing easy.

5.2 Recommendations

Although, Starbucks is already among the major socially responsible businesses and accomplishes its social and environmental responsibilities, yet, there is a set of recommendations for the company.

- Starbucks should enhance socially responsible investment in countries where social development is required such as the African region. In such a region this company can create a remarkable difference by creating employment opportunities for the community.

- The company should create a green strategy and ensure that its production of the items does not impact the planet.

- It is also recommended to the company to use big data tools and techniques for its marketing purposes. This will help the company to achieve useful insights of consumers from their social and digital medial profiles and act accordingly to meet their expectations.

- Starbucks is also recommended to adhere to all the ethical and legal perspectives of socially responsible businesses such as economic, social and environmental.

- The company should use big data for predictive modelling as well to predict future results of its business activities on society and climate.

- Starbucks should enhance internal accountability when employees and managers are found to be exploiting the social responsibility values of the company.

5.3 Future Perspective

Although, this paper identifies a gap and with an effective research design, it addresses that gap as well, yet, there are some of the areas of this topic that may be better explored in the future. This paper mostly focuses on the socially responsible business model and the international businesses legitimacy and ignores the internationalism of businesses. Therefore, future research may investigate the internationalism of businesses.

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