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KEYWORDS	ABSTRACT
Green Transformational Leadership, Green Innovation, Corporate Social Responsibility, Sustainable Business Performance	<p>There are numerous approaches to sustainability; one of them is the notion of green economy. Society is more aware of business operations' environmental impact since industrial operations contribute to environmental imbalance. Small and medium enterprises (SMEs) act as a catalyst for the development of economy. The current study examines impact of green transformational leadership (GTL), green innovation (GI), and corporate social responsibility (CSR) on sustainable business performance (SBP). Sample size of this study was 500, selected with help of the purposive sampling technique, and 319 responses were saved & used for analysis. Managers of diverse departments were respondents who were linked with small & medium enterprises (SMEs) operating in Punjab, Pakistan. Statistical tools (SPSS-20 & AMOS-21) were utilized for reliability, validity, and hypotheses testing. In light of findings, the study recommends focusing on GTL, GI, and CSR to enhance sustainable business performance & remain competitive in market. Results offer to SMEs managers & policymakers to manage green aspects and CSR practices. It can help managers of SMEs strengthen internal resources to enhance sustainable business performance.</p> <p> 2023 Journal of Social Research Development</p>
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INTRODUCTION

The three aspects of sustainable development are terms as the 3Ps. The 3Ps stand for people, planet, and place that are associated with social, environmental, and economic concerns. People represent the amount of social responsibility taken on by organizations, and it involves just and nice business operations in the areas where the company is practiced (Feng, Akram, Hieu & Tien, 2022). Planet is the firm's level of environment protection, which includes the effective as well as highly skilled

utilization of natural resources and safeguarding of environment from deterioration. Profit denotes the monetary gain acquired by company from society. Freer Spreckley coined the term 3Ps in 1981 and John Elkington developed it (Olateju, Aminu & Danmola, 2020). There are many approaches to sustainability. One of them is the notion of the green economy. Major adverse incidents provide us with opportunity to implement policies that promote adaptable energy and ecological transition paths to the composition of green deals in world (Hainsch, Löffler, Burandt, Granado, Piscella & Bernhard, 2022). In 1987, United Nations Brundtland Committee report clearly stated this concept sustainable development (WCED, 1987). According to united nations environment program (Panel, Consumption & Branch, 2011), it is the advancement of the human resources and welfare while also protecting the ecosystem.

Moreover, united nations' sustainable development goals (SDGs #8, 9, 11, 12 & 13 are "decent work and economic growth", "industry, innovations and infrastructure", sustainable cities & communities, "responsible consumption, production" & "climate action") are directly related to green economy. Sustainability can be achieved through either strategic planning/collaborative process with local economic and social drivers (Márton, Nemes & Péti, 2022). Business actions and decisions have an impact on the environment, economy and society. Humanity's major issues include environmental damage, climate change, water problem, unemployment, and lack of healthcare and educational infrastructure (Emmerij, Jolly, Weiss & Weiss, 2001). The global risk report has regularly stated that biodiversity loss, climate change, as well as other environmental issues are the biggest global risks (Franco, Kuritzky, Lukacs & Zahidi, 2020). The social media and globalization have raised public attentiveness about obligations of business (social & environmental), and organizations must focus on sustainability (Cheng, Cheah & Amran, 2021). Growth in population, industrial output, and the use of nonrenewable resources have all had an adverse effect on the environment (Alt & Spitzack, 2016; Roy & Khastagir, 2016). Green transformational leadership is vital in developing company's sustainable development.

Green transformational leadership is concerned with overall performance of the and motivates and supports followers to consider green aspects in company operations so that they can achieve long-term success (Peng, Yin, Hou, Zou & Nie, 2020). Creating environment friendly goods and services is the theme of green innovation. The innovations used to manufacture products and services should be environmentally friendly and have vital low environmental impact (Singh, Giudice, Chierici & Graziano, 2020). Business actions and decisions have an impact on the environment, economy and society. Depending on nature of business decision & operations, this influence may be beneficial/detrimental. CSR execution help to reduce negative social & environmental consequences while also improving business performance sustainable development (Muhmad & Muhamad, 2021). CSR is corporate activity used for betterment of society, focusing on society with moral values and ethics, and remaining positive about stakeholders. Environmental, community, and entities are examples of stakeholders (Singh, DSilva & Kumar, 2021). Pakistan is on top of a nation climate risk ranking. Climate change has already claimed lives of hundreds of Pakistanis (Ramzan et al., 2022). Apparel and Textile sector is most significant for Pakistan's economy, with a 46% share of all manufacturing (UKEssays, 2018).

Apparel market generated revenue of 6.01 billion dollars in year 2022. The largest segment was women's apparel with volume of 2.5 billion dollars. The Apparel market is expected to grow to 5.4 percent in year 2023. United States of America (USA) and China are largest fashion markets in the world (Statista, 2022). Pakistan has lower production cost as compare to India, Bangladesh and China. It offers same quality of garments due to fabric quality and skilled labor. Pakistan produces good quality of cotton in the world, 6th largest exporter of Textile, clothing and textile contributes 57% exports of the country. Companies of Pakistan are working with famous brands like Adidas, Nike, File, Puma (Sgetch, 2022). Global consumers are shifting towards other economies. It is need of time to address the environmental and social issues because it is demanded by new generation (Statista, 2022). According to Small Medium Enterprises Development Authority (SMEDA, the old definition of SMEs was related to number of employees but the new definition of SME's is as any organization having yearly turnover of 150 million is called Small Enterprises and any organization having yearly turnover of 150 to 800 million is known as medium enterprises (ME). Small or medium enterprise up to five years old consider as startup small or medium enterprise (SMEDA, 2022). In Pakistan, nearly 5.2 million SMEs are in operation, accounting for nearly about 40% of country's GDP (GDP).

These SMEs provide more employment than agriculture sector, accounting for 78 percent of non-agriculture jobs and 25 percent of total exports (SMEDA, 2022). Many researchers from emerging, developing, and advanced nations undertake studies on SMEs (Chien et al., 2021; Eze & Okpala, 2015; Harrison & Baldock, 2015; Shanyu, 2022) but there is still the need to conduct research on SMEs with various variables in developing nations, particularly Pakistan. SMEs account for nearly 90% of all organizations in developed countries (Giorgi & Rahman, 2013). Every industry around the world is focusing upon environmentally friendly practices, but rarely observed in developing countries (Gupta, 2018). Measuring performance is favorite topic in managerial and as well as in financial literature (Asgar et al., 2020). It is critical to focus upon environmental problems because they cause business risk and have an adverse influence on the stability and macroeconomic factors (Falcone, 2020). This research focuses on interrelation of GTL, CSR (Environmental), GI, and SBP. Primary data are gathered from managers of manufacturing sector in Pakistan. Data are analyzed with SPSS v.20 and AMOS v.21. SPSS is used for descriptive statistics and correlation, while AMOS is used for reliability, validity and hypotheses testing. This research is very important because it fills many gaps. This study is being carried out in the Punjab providence of Pakistan. Second, the data is gathered from Pakistan's manufacturing industry. Consequently, third, there is kind of relationship among variables.

LITERATURE REVIEW

According to RBV theory, organizational resources and capabilities play important role in gaining competitive advantage over rivals (Barney, 1991). Furthermore, derivative of RBV theory is natural RBV theory that organizations might gain long-term edge by solving natural environment concerns (Hart, 1995). According to claims of stakeholder theory, businesses should effectively advance the interests of all the stakeholder groups, including shareholders, customers, suppliers, employees, the government, the public, and the environment (Clarkson, 1995). These stakeholders may impact the performance and reputation of the organization. With the help of these initiatives, stakeholders are

better connected, which provides several benefits like risk reduction, increased reputation, and competitive advantage (Schmelzer, 2013). Thus, in view of the natural RBV theory and stakeholder theory, the present study utilizes GTL, GI, and corporate social responsibility to improve sustainable business performance.

Green Transformational Leadership

Enterprise environmental management relies heavily on internal resources and capabilities, and leadership is one of their most crucial (Guest & Teplitzky, 2010). Inspiring team members to think creatively has been made a direct and unique impact on the performance of the organization, and previous studies have linked this to the presence of a transformational leader (Pasha et al., 2017; Sethibe, 2018). Transformational leadership yields green transformational leadership for the sake of healthy environment. GTL is recognized as "leadership behaviors that motivate followers to achieve environmental goals & inspire followers to perform above likely level of environment performance" (Robertson, 2018). Transformational leadership can vary with cultural endorsement (Muralidharan & Pathak, 2018). Firm performance enhanced by transformational leadership (Para-González et al., 2018). This kind of relationship is especially appropriate when firms must be novel in their processes in order to attain performance and competitive advantage (Peruta et al., 2018; Donate & de Pablo, 2015). GTL advances the knowledge and skills of the employees (Le & Lei, 2018), to get involved in green innovations that further enable the company to introduce eco-friendly product in the market (Andriopoulos & Lewis, 2010) and their performance improved concern to environment (Dranev et al., 2020; Martinez et al., 2017). Consequently, previous research indicates that GTL is crucial for firm performance (Ng, 2017).

Green Innovation

It emphasizes the importance of implementing an environmentally friendly system, preventing pollution, and reducing waste (Song & Yu, 2018). The green innovation aids in minimizing negative environmental impacts while improving organizational performance (Adegbile et al., 2017). Some researcher identified innovation differently. End-of-pipe applications (innovations used to reduce pollution), clean technologies (clean products), recycling, waste disposal; and so on are all classified (Kemp & Arundel, 1998). Many businesses are implementing environmentally friendly practices in their operations. Regrettably, this is less prevalent in developing countries. Businesses must employ this method to reduce pollution and protect environment. It can be used in manufacturing, product design, and technology (Alhadid & As'ad, 2014). Innovation is now a critical tool for organizations that is required for long-term survival and growth in market share. Innovation attracts customers, strengthens market position, and aids in gaining advantage over rivals (Lin et al., 2013). GI is linked with technological advancement, which enables organizations to energy and increase environment friendly practices. Moreover, green innovation is an environmental concern that is growing globally (Khaksar et al., 2016).

Corporate Social Responsibility

CSR is defined as "contribution by a corporation towards society, developing the welfare of society with ethical and moral values, upholding relationship with stakeholders" (Khan et al., 2014). Firms that work for the society, implement policies by considering CSR activities (González et al., 2019).

Thus, different economies have different industry contexts, so leading scholars created a theatrical framework and conducted research on CSR implementation and sustainability from sustainability perspective, filling a knowledge gap (Tangngisalu et al., 2020). Thus, CSR is essential for achieving sustainability and guiding business enterprises (Ben et al., 2021). CSR is when a company improves environment, economics, and society (Ruonan & Hong, 2019; Sharma, 2019). The concept of CSR has been used numerous times in studies involving various socioeconomic conditions and contexts (Sharma, 2019). According to Latapí et al. (2019), the focus on the evolvement of CSR begins with the social responsibility of individuals in business discussions in 1953. The CSR definition is still ambiguous in terms of how organizations should take responsibility for society and the environment (Zhang et al., 2020).

Green Transformational Leadership & Sustainable Business Performance

A company can achieve SBP when its processes, functions, or operations are carried out to foster better society (Zhao & Huang, 2022). Sustainable firms formulate strategies to maximize business profits while maintaining society as well as environment (Singh et al., 2020). Jansson et al. (2017) published scholarly article concluded that GTL motivates employees to attain eco-friendly impact of business activities. Thus, GTL can enhance long-term performance. Asadi et al. (2020) described that GTL fosters motivation & green creativity. Such kind of skills enable worker to create products which are eco-friendly. As result, company can attain long-term business growth. GTL contributes significantly to the improvement of sustainability. GTL is concerned with overall performance of the team, encourages and supports followers to consider green aspects in order to attain prolonged success (Peng et al., 2020). A research by Singh et al. (2020) collect insight of the small medium enterprises working in UAE and primary data is collected from top managers and CEO's with help of structured questionnaire. GHRM mediates between relationship of GTL & GI. Correspondingly, GI mediates between GHRM and Environmental Performance. In this connection, GTL positively impacts Environmental Performance of the organizations. From the above data following hypothesis can be posited.

H1: Green Transformational Leadership has positive and significant impact on Sustainable Business Performance.

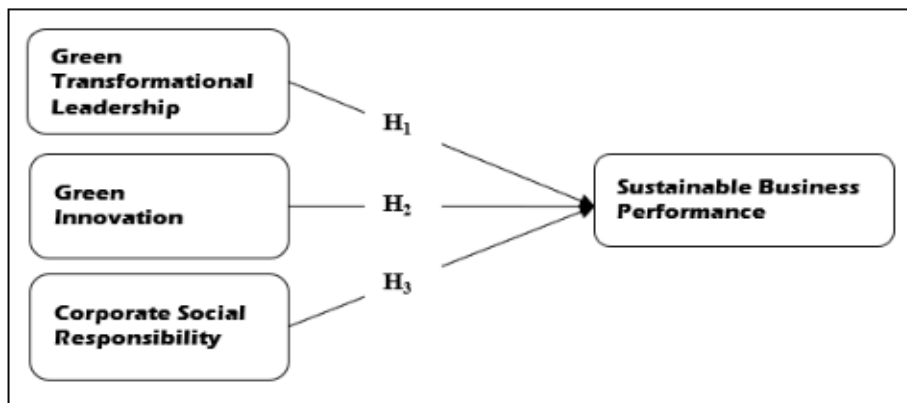
Green Innovation & Sustainable Business Performance

Research by Purwanto et al. (2022) analyzes impact of GI and green supply chain management on environmental performance. A purposive sampling technique is used and primary data is collected from employees of SMEs. Data is collected with help of social media platforms. Thus, the data of 190 respondents is analyzed with Smart PLS. The result revealed that GI and supply chain management positively and significantly impact environmental performance, in addition GI also significantly mediates between them. Asadi et al. (2020) conducted study in Malaysia and primary data is thus collected from 183 hotels, open that Green Innovation positively impacts sustainable performance. Organizations can improve internal operations, boost productivity, and reduce production costs by introducing environmentally friendly innovations. Corporate managers should understand that it is an important component in gaining a competitive advantage in meeting stakeholders' expectations and market demands; it aids in achieving sustainable growth, which ultimately improves the firm's

performance (Soewarno et al., 2019). Organizations priorities the economic component over social and environmental components, but economic component can provide benefits (Neri et al., 2018). Organizations should priorities social and environmental performance for sustainability. The green innovation contributes to long-term sustainability (Singh et al., 2020). GI boosts firm performance and provides edge over rivals (El-Kassar & Singh, 2019). From the above data, following hypothesis can be posited.

H2: Green Innovation has positive and significant impact on Sustainable Business Performance.

Figure 1 Theoretical Framework



Corporate Social Responsibility & Sustainable Business Performance

A research by Wentzel et al. (2022) analyze the effect of CSR on Sustainable Business Performance. South African construction industry (SACI) is chosen, quantitative research approach is used. Study revealed that CSR has significant impact on Sustainable Business Performance. A study conducted in BRICS nations to check the relationship between CSR and SBP. Data is obtained from financial statements. CSR impacts on SBP in BRICS nations (Shanyu, 2022). Research led by Feng et al. (2022) checked CSR and SBP relationship with mediating effect of Firm Reputation. The primary data is collected from employees. Smart PLS is used to analyze data collected from Italian manufacturing organizations, found that CSR impacts SBP. In this connection, if the firm adopts policies that are socially and environmentally responsible, it becomes more profitable; additionally, these kinds of investments in policies provide money to businesses in order to rise CSR programmed investments (Lin et al., 2018).

CSR has four sub dimensions. The first is the macrocosmic dimension of CSR, which focuses on issues such as overall business governance, strategy, and information disclosure to stakeholders. Second dimension is content, which is related to an organization's offering of services and products, human rights, the environment, and customer relationships etc. The third dimension is technique, which is concerned with issues such as corporate information transparency, integrity, and standardization of financial and annual reports. The final dimension is industry dimension, which is related to industry standards (Lau et al., 2016). There are various points of view on this. Some researchers have argued that focusing on CSR leads to increased performance (Choi & Yu, 2014; Ghaderi et al., 2019; Rhou

et al., 2016), while others argue that there isn't relationship amid CSR and performance or focusing on CSR leads to financially harmful (Soana, 2011; Surroca et al., 2010). From above data, following hypothesis can be posited.

H3: Corporate Social Responsibility has positive and significant impact on Sustainable Business Performance.

RESEARCH METHODOLOGY

Quantitative research used structured questionnaire for primary data. Target population includes SMEs (Textile and Apparel industry). Data of industry are collected from SMEDA and APBUMA (All Pakistan Bedsheets & Upholstery Manufacturers Association). A manager (general manager, HR manager, account manager) of manufacturing industry was unit of analysis. Purposive sampling technique was used to choose the respondents. Total 500 surveys were distributed (personal visits and email) and only 319 valid responses taken back which shows 63.8% response rate. The pilot survey was conducted to ensure that the questions were understandable in order to collect accurate responses. Five-point Likert-scale is used for this study "1 = strongly disagree to 5 = strongly agree". Sustainable Business Performance is dependent variable having 5 items (e.g., "Sustainable business activities significantly reduced total costs", "Sustainable business activities significantly improved product/process quality".

"Sustainable business activities significantly improved the reputation of my company" etc.); Green Transformational Leadership is an independent variable in this study having 6 items (e.g., "I inspire subordinates with the sustainable business plan", "I encourage subordinates to work on sustainable business plan", "I encourage employees to attain sustainable business goals" etc.). Green Innovation is an independent variable in this study having 4 items (e.g., "My company uses the materials that consume less energy and resources", "My company uses materials that design environment-friendly products and improve sustainable business" etc.). Corporate Social Responsibility (environment) is an independent variable in study having 4 items ("actively monitor energy usage in our facilities", "We implement a systematic approach to achieving environmental targets" etc.). SBP, GTL and GI scale items were taken from study by (Zhao & Huang, 2022) while CSR items taken from a study by (Sardana et al., 2020).

RESULTS AND DISCUSSION

The results have been produced in this section. Demographic detail of respondent is discussed. Most of respondents were male (85.9%). Thus, majority of respondents ranges in to 29-38 years old with 65.2%. 50.5% respondents have experience between 06-10 years and most of respondents have Graduation with 56.7%.

Table 1 Demographic Information

Question	Detail	Frequency	Percentage
Gender	Male	274	85.9
	Female	45	14.1
Age in years	18-28	36	11.3
	29-38	208	65.2

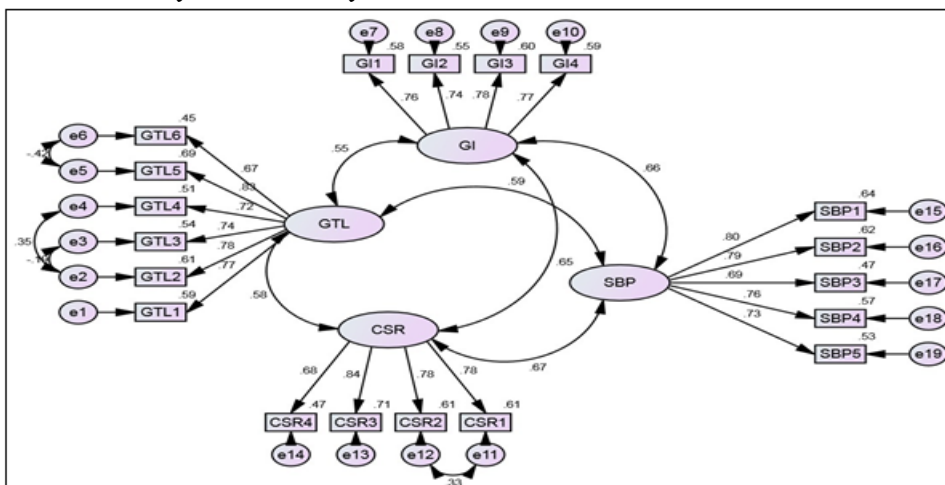
	39-48	60	18.8
	49 or above	15	4.7
Experience in years	00-05	27	8.5
	06-10	161	50.5
	11-15	85	26.6
	16 or above	46	14.4
Qualification	Middle	12	3.8
	Intermediate	89	27.9
	Graduate	181	56.7
	Master	37	11.6

Table 2 Descriptive statistics and correlation analysis

Variables	Mean	SBP	GTL	GI	CSR
SBP	3.79	1			
GTL	3.849	0.524**	1		
GI	3.779	0.560**	0.491**	1	
CSR	3.834	0.582**	0.509**	0.536**	1

Notes: Correlation is significant at the 0.01 level (2-tailed).

Figure 2 Confirmatory Factor Analyses (CFA)



Descriptive and Correlation Analysis were performed for study variables. Mean values of construct and correlation among variables given in Table 2. Confirmatory Factor Analysis (CFA) is applied to check validity of instruments. For instruments, validity and reliability is very important (Nunnally & Bernstein, 1978). CFA is very effective to measure potency among study variables (Steenkamp, 2000). Comparative fit-index, Root-mean-square-error of approximation (RMSEA), goodness-of-fit-index, Tucker-Lewis-coefficient (TLI), adjusted goodness-of-fit-index (AGFI) and chi-square, goodness-of-fit statistic (CMIN/DF) are common properties are tested in CFA. Previous literature explained that a model is good fit when value of CFI, TLI, GFI and AGFI is close/greater to 0.95; value of RMSEA is equal or less than .08 and value of CMIN/DF is less than 3.0 or 5.0 (Bentler &

Bonett, 2014; Hu & Bentler, 1999). Model Fit indexes are given in Table 3. Loadings of constructs were satisfactory and valid (Cua et al., 2001). The Average Variance Extracted (AVE) values were excellent, value more than 0.50 is considered as valid (Fornell & Larcker, 1981). The values of the Composite Reliability (CR) were also outstanding, greater than 0.70 shows excellent reliability of study variables (Netemeyer et al., 2003). The values of AVE and CR showed convergent validity, given in Table 4. Moreover, discriminant validity also checked which revealed that values of AVE are greater than Maximum Shared Variance (MSV) and Average Shared Variance (ASV), given in Table 5. Confirmatory factor analysis revealed that the overall DESIRED model is fit as suggested by (Hair et al., 1998).

Table 3 Model Fit Index

Index of fit Factors	Total effect values
CMIN/df	2.06
GFI	0.848
AGFI	0.796
TLI	0.856
RMSEA	0.058
NFI	0.845
CFI	0.880

Table 4 Convergent Validity

Construct	Items	Loadings	Decision	
Sustainable Business Performance	SBP1	0.80	(valid)	AVE = 3.770 / 5 = 0.642 CR = 14.213 / (14.213 + 2.149) = 0.868
	SBP2	0.79	(valid)	
	SBP3	0.69	(valid)	
	SBP4	0.76	(valid)	
	SBP5	0.73	(valid)	
Green Transformational Leadership	GTL1	0.77	(valid)	AVE = 4.51 / 6 = 0.650 CR = 20.3401 / (20.3401 + 2.594) = 0.886
	GTL2	0.78	(valid)	
	GTL3	0.74	(valid)	
	GTL4	0.72	(valid)	
	GTL5	0.83	(valid)	
	GTL6	0.67	(valid)	
Green Innovation	GI1	0.76	(valid)	AVE = 3.05 / 4 = 0.697 CR = 9.302 / (9.302 + 1.673) = 0.847
	GI2	0.74	(valid)	
	GI3	0.78	(valid)	
	GI4	0.77	(valid)	
Corporate Social Responsibility	CSR1	0.78	(valid)	AVE = 3.08 / 4 = 0.652 CR = 9.486 / (9.486 + 1.615) = 0.854
	CSR2	0.78	(valid)	
	CSR3	0.84	(valid)	
	CSR4	0.68	(valid)	

Notes: AVE, average variance extracted; CR, composite reliability.

Table 5 Discriminant Validity

Construct	AVE	MSV	ASV
SBP	0.642	0.448	0.147
GTL	0.650	0.348	0.328
GI	0.697	0.435	0.216
CSR	0.652	0.449	0.225

Notes: AVE, Average Variance Extracted; MSV, Maximum Shared Variance; ASV, Average Shared Variance.

Figure 3 Full Structural Model

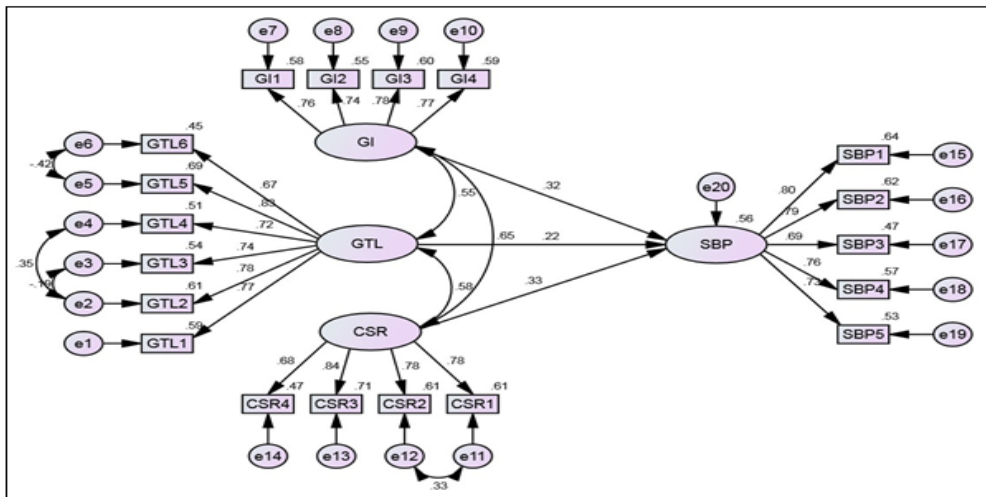


Table 6 Regression weights

Variables		Estimate	S.E.	C.R.	p-value	Collinearity Statistics	
D.V	I.V					Tol.	VIF
SBP	<---- GTL	0.21	0.06	3.47	***	0.67	1.48
SBP	<---- GI	0.28	0.07	4.24	***	0.65	1.54
SBP	<---- CSR	0.30	0.07	4.19	***	0.63	1.58

Current study examined relationship among GTL, GI, CSR and SBP. The hypothesis H1 revealed that GTL impacts SBP ($\beta=0.21$, $C.R=3.47$, $p=0.000$); H1 was accepted. [Asadi et al. \(2020\)](#) provided same result, checked the relationship among GTL, motivation and business performance. The study revealed that GTL has significant impact on business performance. A research by [Peng et al. \(2020\)](#) showed that GTL is very important tool which has ability to change behavior of followers regarding environment and society, helps to increase overall performance of organization. [Singh et al. \(2020\)](#) revealed that GTL has significant and positive impact on environmental performance. Hypothesis H2 evaluates whether GI significantly impact on SBP. Result revealed that GI has impact on SBP of organization ($\beta=0.28$, $C.R=4.24$, $p=0.000$); so H2 was accepted. At organizational level, enterprises should focus upon creating and implementing green innovation strategies. [Purwanto et al. \(2022\)](#) provided same result, analyzed that GI positively impact environmental performance. A study by

Asadi et al. (2020) showed that GI impacts sustainable performance. The hypothesis H3 evaluate whether CSR impact on SBP. Result revealed that CSR has impact on SBP of organization ($\beta=0.30$, $CR=4.19$, $p=0.000$); so H3 was accepted. Study by Shanyu (2022) showed same result, found that CSR positively impacts SBP. Feng et al. (2022) checked similar interrelationship among CSR, SBP and Firm Reputation.

CONCLUSION

In the world, economies focusing on social and environmental issues due to population growth and industrialization, it is need of time to think about sustainability. This research examined the impact of GTL, GI, CSR on SBP. GTL, GI & CSR are independent while SBP is dependent variable. Primary data is collected from managers of Textile and Clothing industry (SMEs) in Pakistan. Software SPSS v-20 and AMOS v-21 were used to analyze the data of 319 respondents. Descriptive statistics and correlation analysis were performed with help of SPSS. Correlation analysis performed to check the relationship among variables. CFA and SEM analysis performed with the help of AMOS. The result revealed that GTL helps a lot to SBP (H1 accepted). Followers get motivated from their leaders and perform their duties in ecofriendly manner. Therefore, organizations should focus on GTL. The study also revealed that GI is very vital to achieve SBP (H2 accepted). CSR is vital tool for organizations for survival of any business (H3 accepted). Organization must focus on CSR practices. Organizations change working style, provide trainings to employees regarding green aspects and CSR practices. Some recommendations are discussed here. First, this model can use in different industries of SMEs and other industries. This study model can apply to other geographical locations. population and sample size can change for further research. Research can use mediating, moderating variables for future like organizational green culture. Other green aspects like green behavior, green marketing etc. also check for further study. The researchers can change sampling technique and comparative study can also perform.

Theoretical & Managerial

This study checked the relationship among GTL, GI, CSR & SBP, contributes in environmental and social literature in developing country, Pakistan. The framework of current study provides a fresh contribution to literature because scant study is available which check impact of GTL, GI and CSR on SBP. Natural resource-based view theory and stakeholder theory support the constructs of this study's framework. This study showed that GTL, GI, CSR are very important elements to enhance sustainable business performance. It helps to think about non-financial performance of organization which is vital nowadays not just for survival but also to get competitive advantage and to increase reputation of the business. Current study proved that GTL, GI and CSR impacts on SBP. Managers may focus on these variables while making strategies. GTL helps to change behavior of followers. GTL has effect on SBP. It proved that leader is important in view of green practices which are very necessary now days to attract potential customers and to compete in the market. Organizations and managers may create and implement strategies regarding green development. There is need to pay more attention to leader's roll and his leading position in organization. Leaders provide knowledge about green practices and environmental protection to followers for achieving better sustainability. Managers may focus on innovation and technological changes for sustainability. Enterprises may

focus on greening aspects (ideas, trainings & other aspects) in organization, practice CSR activities to establish sustainability.

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