



SUSTAINABILITY PRACTICES: IMPLEMENTING GREEN MARKETING THROUGH ECO-FRIENDLY PACKAGING TO MINIMIZE NEGATIVE IMPACTS ON THE ENVIRONMENT. (Case Study: PT. Sinar Sosro Ungaran)

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Abstract

Increasingly pressing environmental issues require companies to implement sustainable business practices. Unsustainable packaging significantly contributes to soil, water, and air pollution, disrupts ecosystems, increases health risks from microplastics and hazardous chemicals, increases the economic burden of waste management, and accelerates climate change through increased greenhouse gas emissions. Green marketing and the use of eco-friendly packaging are effective strategies for reducing the negative impacts of business activities on the environment. This study aims to analyze the implementation of green marketing practices through eco-friendly packaging at PT Sinar Sosro Ungaran and evaluate its effectiveness in minimizing negative impacts on the environment. The research approach used was a qualitative case study at PT Sinar Sosro Ungaran. Data were collected through interviews, observation, and documentation, then analyzed using the Miles and Huberman method through the stages of data reduction, data presentation, and conclusion drawing. The results show that PT Sinar Sosro Ungaran has implemented an effective green marketing strategy, including the use of eco-friendly packaging that contributes to plastic reduction, increased recycling of materials, and increased environmental awareness among consumers. Implementing green marketing through eco-friendly packaging not only benefits companies but also significantly contributes to minimizing negative environmental impacts. Recommendations for companies include further development of sustainability strategies, while further research is recommended to explore the long-term impact of this practice on consumer behavior and the environment.

Keywords :

Sustainability; green marketing; eco-friendly packaging; environmental impact.

INTRODUCTION

Global environmental issues such as increasing greenhouse gas emissions, water and soil pollution, and the accumulation of plastic waste have become strategic issues in sustainable development. The food and beverage industry, which utilizes large quantities of packaging, contributes significantly to waste generation and environmental pollution. Unsustainable packaging disrupts ecosystems, increases health risks from microplastics and hazardous chemicals, and increases waste management costs. This situation demands that companies adopt sustainable business practices, one of which is through green marketing strategies that emphasize the use of eco-friendly packaging.

Various studies have shown that green marketing is an effective approach to improving environmental performance and corporate reputation (Polonsky 1994). according to Elkington (1997) in (Ummah 2019) through the Triple Bottom Line concept, emphasized that sustainability must encompass three dimensions: economic, social, and environmental. In the context of sustainable packaging, Dangelico and Vocalelli (2017) in (Anon n.d.) explain the importance of eco-design as the basis for developing packaging that takes into account the product's life cycle.

Sustainability practices in the beverage sector no longer focus solely on profit, but also encompass social and environmental responsibility, as expressed in the Triple Bottom Line concept, which emphasizes the balance between profit, people, and the planet (Elkington 1997) (Ummah 2019). Moreover, the Creating Shared Value approach underscores the necessity of embedding sustainability into the fundamental business strategies of companies (Porter 2011).

Accordingly, this study aims to address the following research questions :

- (1) How is the implementation of green marketing practices through eco-friendly packaging at PT Sinar Sosro Ungaran?
- (2) To what extent is eco-friendly packaging effective in minimizing negative impacts on the environment?

This study adopts a qualitative descriptive approach using a case study design at PT Sinar Sosro Ungaran. The data were gathered through interviews, observations, and documentation, and subsequently analyzed with the Miles and Huberman framework consisting of data reduction, data display, and conclusion drawing

The findings of this study are anticipated to enrich the literature on corporate sustainability practices, with a particular focus on eco-friendly packaging from a marketing perspective. In addition, this article is expected to provide practical insights for other companies implementing green marketing strategies to reduce the adverse environmental impacts of their business operations

LITERATURE REVIEW

Research on sustainability practices and green marketing has grown rapidly in the past decade. Dangelico and Vocalelli (2017) (Anon n.d.) assert that green marketing is a strategic approach encompassing eco-friendly product development, distribution, communication, and packaging to create value for customers while reducing environmental impact. (Anquez et al. 2022) show that consumer perceptions of eco-friendly packaging positively influence brand image and purchase intentions. Joyce and Paquin (2016) in line with (Popov, Veretennikova, and Selezneva 2022) research, through the Triple Layered Business Model Canvas concept, highlight the importance of embedding the economic, environmental, and social pillars within the company's business model structure.

Several studies in Indonesia, such as (Nelfiyanti et al. 2024) and (Morgan and Hunt 1994) show a trend of adopting eco-friendly packaging in the food and beverage sector in response to environmental regulations and increasing consumer awareness. Green marketing has evolved from simply promoting environmental friendliness to a comprehensive business strategy to create added value and customer loyalty (Polonsky 1994); (Ottman n.d.) Other studies also show that green image, satisfaction, and trust have been identified as crucial drivers in strengthening long-term sustainable brand equity. (Chen 2016)

Sustainable packaging design directly influences consumer perceptions and behavior (Anquez et al. 2022). Furthermore, packaging with eco-labels and sustainability information has been shown to increase consumer purchase intentions for sustainable products (Or, Of, and On 2022). However, most studies focus more on consumer perceptions or communication strategies, while in-depth studies on the actual implementation of green marketing practices at the company level, particularly in returnable packaging, are still limited.

This study seeks to address this research gap by providing a qualitative assessment of how PT Sinar Sosro Ungaran applies green marketing strategies through environmentally responsible packaging.

CONCEPTUAL FRAMEWORK

The analysis in this study uses several main theoretical frameworks. First, the concept *Triple Bottom Line* by Elkington 1997 (Ummah 2019) which emphasizes the balance between economic, social, and environmental dimensions in sustainable business practices. Second, the theory *green marketing* (Polonsky 1994) ; (Ottman n.d.) who see green marketing as a comprehensive process that includes environmentally friendly products, packaging, distribution, and communication. Third, the approach *eco-design* (Chemistry 2025); (Anon n.d.) which highlights the importance of designing sustainable packaging based on product life cycle, material efficiency, and minimal environmental impact.

Models based on sustainability principles are commonly employed to illustrate how economic, social, and environmental values are generated within organizations (Osterwalder et al. n.d.). Recent studies have identified multiple frameworks of circular economy business models that serve as practical references for implementing sustainability across enterprises (The, To, and The 2016). The Triple Layered Business Model Canvas introduced by Joyce & Paquin (2016) and further discussed by Ummah (2019) enhances the traditional BMC by incorporating social and environmental dimensions that align with PT Sinar Sosro Ungaran's green marketing practices.

This conceptual framework is used to analyze how PT Sinar Sosro Ungaran implements *green marketing* through environmentally friendly packaging and the extent to which such implementation is effective in minimizing negative impacts on the environment. By integrating these three theories, this study builds a comprehensive analytical model to assess corporate sustainability practices in marketing and packaging aspects.

RESEARCH METHODS

This study employs a descriptive qualitative design utilizing a case study method. This approach was chosen to gain an in-depth and contextual understanding of the implementation of green marketing through eco-friendly packaging at PT Sinar Sosro Ungaran.

This research was field research with a qualitative descriptive design. The study was conducted from April to September 2025 at PT Sinar Sosro Ungaran, Semarang Regency, Central Java. This location was chosen because the company is committed

to sustainability through the implementation of green marketing and the use of environmentally friendly packaging.

A. Method of collecting data

Primary data is obtained through:

- (1) In-depth interviews with purposively selected informants, including marketing managers, production managers, packaging staff, and stakeholders related to the implementation of sustainability programs.
- (2) Direct observation of production, packaging, and distribution activities of Returnable Glass Bottle (RGB) at PT Sinar Sosro Ungaran facility.
- (3) Documentation includes company sustainability reports, production reports, production SOPs, promotional materials related to green marketing, and other supporting documents.

Secondary data was obtained from official publications of PT Sinar Sosro, sustainability reports, and academic literature related to green marketing, eco-friendly packaging, and sustainability practices. Triangulation of sources and methods was employed to strengthen the validity of the data, while member checking with participants was carried out to verify the accuracy of the collected information.

B. Data Analysis Methods

The data were examined using the qualitative analysis framework proposed by Miles, Huberman, and Saldaña. (2014) in (Palazzolo 2023) model, which includes three stages: (1) data reduction (data selection and simplification), (2) data display presented through narratives, tables, or visual schematics, and (3) drawing conclusions/verification (interpretation of findings according to the research focus).

Data validity testing was conducted based on the trustworthiness principles developed by Lincoln & Guba (1985) in (Palazzolo 2023), which include credibility, transferability, dependability, and confirmability. Data analysis followed Creswell & Poth's (2018) in (Garcia et al. n.d.) qualitative guidelines to ensure transparency and traceability of research results.

C. Hypothesis

This research is exploratory in nature and therefore does not formulate formal hypotheses. However, the basic assumption is that the implementation of green marketing through eco-friendly packaging at PT Sinar Sosro Ungaran contributes to minimizing negative impacts on the environment.

RESULTS AND DISCUSSION

A. Research Object Profile

PT Sinar Sosro Ungaran is one of the main production units of PT Sinar Sosro located in Semarang Regency, Central Java. The company is known as a pioneer of ready-to-drink bottled tea drinks (Teh Botol Sosro) and has a broad product portfolio, such as Fruit Tea, Tebs, Joy Tea, Prim-A Mineral Water, to the DAURI (Recycling for the Nation) sustainability program. The company's core values of "6K" (Quality, Order, Cleanliness, Health, Safety, and Cooperation) and the vision of becoming a world-class beverage company are the basis for implementing sustainable practices.

B. Implementation of Sustainability Practices

Interview results show that PT Sinar Sosro Ungaran has integrated sustainability principles into its operational system based on the Triple Bottom Line concept (Elkington 1997); (Ummah 2019). In terms of economic (profit) aspects, the company implements cost efficiency through the use of returnable glass bottles and energy-saving technology (Osterwalder et al. n.d.). In terms of environmental (planet) aspects, efforts are made through recycling systems, renewable energy utilization, and wastewater treatment (WWTP) (Geissdoerfer et al. 2017) In terms of social (people) aspects, the active involvement of employees and the local community is reflected in training, environmental campaigns, and CSR programs (Carroll 1999) ; (Porter 2011)

These findings indicate that the implementation of PT Sinar Sosro's sustainability principles not only creates economic value, but also contributes to the achievement of social and environmental targets according to the circular economy framework (Tcf, Tcf, and Pa n.d.)

C. Green Marketing Strategy through Environmentally Friendly Packaging

The Green Marketing Strategy at PT Sinar Sosro Ungaran includes five main dimensions according to the theories of (Polonsky 1994) and Dangelico & Vocalelli (2017) in (Anon n.d.):

- (1) Green Product: the main product uses natural raw materials and reusable glass bottle packaging that supports eco-design principles (Chen 2016)
- (2) Green Price: the company maintains affordable prices despite using environmentally friendly packaging, supporting a value-based pricing approach.
- (3) Green Promotion & Communication: multi-channel campaigns such as DAURI, partnership with HokBen, and #RecycleChallenge reinforce the green message, according to Green Marketing Communication (Ottman n.d.)
- (4) Green Distribution (Place): implementation of green logistics through efficient distribution routes, use of GPS, eco-driving training, and exploration of electric fleets.
- (5) Reverse Logistics & Circular Economy: glass bottle return systems and single-use packaging collection support reverse logistics and circular economy models.

PT Sinar Sosro's green marketing strategy encompasses product, pricing, promotion, distribution, and packaging return strategies. Products are designed with environmentally friendly packaging and low-emission production processes (Anquez et al. 2022); Product prices remain competitive despite using sustainable materials, and promotion is conducted in an educational manner through campaigns such as DAURI and #RecycleChallenge (Grant 2015) ; (Anquez et al. 2022) Distribution is efficient and environmentally friendly, and a reverse logistics system is actively implemented to support packaging circularity (Rogers, Melamed, and Lembke 2012)

This strategy aligns with the view that sustainable packaging increases consumer purchase intentions and green brand image ((Ummah 2019) ; (Chen 2016)). This strategy not only strengthens the eco-friendly image but also increases consumer engagement in sustainability.

D. Implementation of Eco-Friendly Packaging and Its Contribution to Mitigating Environmental Effects

The use of recyclable packaging materials, efficient packaging design, structured recycling systems, and consumer and community engagement are key pillars in minimizing negative environmental impacts ((Wright and Kelly 2017) ; (Anquez et al. 2022). These strategies not only reduce waste but also raise public awareness of the importance of sustainability and a circular economy (Geissdoerfer et al. 2017) ; (Popov et al. 2022)

Research findings show that PT Sinar Sosro Ungaran implements environmentally friendly packaging comprehensively according to eco-design principles (Chemistry 2025) :

- (1) Material: selection of sterilization-resistant soda-lime glass bottles and environmentally certified PET/Tetra Pak materials.
- (2) Design: light-weighting, ergonomic design, and reusable packaging trays support design for recyclability.
- (3) Production & Energy Efficiency: integration of green manufacturing with solar panels, SCADA systems, and automatic bottle washers reduces emissions and energy consumption.
- (4) Recycling & Stakeholder Engagement: internal (IPAL, crusher machine) and external (DAURI, waste bank, retail partners) recycling systems support Extended Producer Responsibility.
- (5) Consumer Engagement: DAURI campaigns, dropboxes at retail partners, and bottle exchange incentives reinforce environmental education.

This comprehensive approach not only reduces ecological impacts (soil, water, and air pollution) but also fosters a culture of reuse and recycling in society.

E. Visualization of DAURI Business Model and Scheme

To map the relationship between green marketing strategies, eco-friendly packaging, and PT Sinar Sosro Ungaran's business model, this study presents the Business Model Canvas (BMC) (Popov et al. 2022) and the Triple Layered Business Model Canvas (TLBMC) 3 (Popov et al. 2022). These illustrations highlight how the company's sustainability practices interconnect the three dimensions of economic, environmental, and social responsibility. (Popov et al. 2022). After mapping the sustainability strategy within the TLBMC framework, this study also presents a DAURI Program Diagram/Reverse Logistics Scheme to visually demonstrate the operational flow of the collection, processing, and reuse of environmentally friendly packaging implemented by PT Sinar Sosro Ungaran. This scheme explains the stages starting from the collection of used packaging by consumers and employees, distribution to drop boxes of retail partners and distributors, sorting and washing bottles at the factory, internal and external recycling processes with waste banks and craftsmen, to producing value-added products that are then redistributed to the community, schools, and tourist attractions ((Popov et al. 2022) ; (Geissdoerfer et al. 2017)).

F. Theoretical Analysis

Based on the Sustainability Practices indicator, the findings align with the Triple Bottom Line and eco-efficiency concepts, namely that sustainability supports the company's economic efficiency. Based on the Green Marketing indicator, the company's strategy fulfills the 4P elements plus green engagement that encourages consumer participation. Based on the Eco-Friendly Packaging indicator, PT Sinar Sosro proves that environmentally friendly packaging can be integrated from upstream to downstream, in alignment with the concepts of life cycle assessment and the Extended Producer Responsibility framework.

G. Research Gaps and New Findings

This research fills a gap in studies examining the integration of sustainability practices, green marketing strategies, and the simultaneous implementation of environmentally friendly packaging in the tea-based beverage industry. New findings include:

- (1) Integration of Triple Bottom Line and Eco-Design in national companies.
- (2) The green logistics system is integrated with reverse logistics.
- (3) Active community and consumer engagement in sustainability through DAURI programs and online campaigns.
- (4) An eco-efficiency approach in energy and water reinforced by a reward system for green innovation.

H. Business Model Identification

To complement the analysis, this study used the Business Model Canvas (BMC) to map the relationship between green marketing strategies, eco-friendly packaging, and PT Sinar Sosro Ungaran's business model. Figure 1 illustrates the company's business model framework, indicating that sustainability initiatives generate not only economic value but also contribute positively to environmental and social outcomes.

Figure 1. Visualization of PT. Sinar Sosro Ungaran's Business Model Canvas

VISUALISASI BUSINESS MODEL CANVAS PT. SINAR SOSRO UNGARAN		
Customer Segments Consumers, loyal customers, environmentally-conscious consumers	Value Propositions High-quality products with sustainable value, eco-friendly packaging, reuse system	Channels Modern/traditionnal retail, e-commerce, environmental community partnerships
Customer Relationships Community engagement, recycling return campaigns, CSR activities	Revenue Streams Product sales	Key Resources Green production facilities, skilled workforce, recycling partners, energy/waste monitoring systems
Key Activities Sustainable production, green marketing, recycling management	Key Partnerships Retail partners, recycling NGOs, certified material suppliers	Cost Structure Investment in green technologies, operating costs, recycling infrastructure

Source: Researcher Data (2025)

Furthermore, this study utilizes the Triple Layered Business Model Canvas (TLBMC) to provide a more comprehensive overview of the integration of economic, environmental, and social dimensions in PT Sinar Sosro Ungaran's sustainability practices. Figure 2 details how green marketing strategies and the implementation of eco-friendly packaging are linked to corporate value creation and ecological impact reduction.

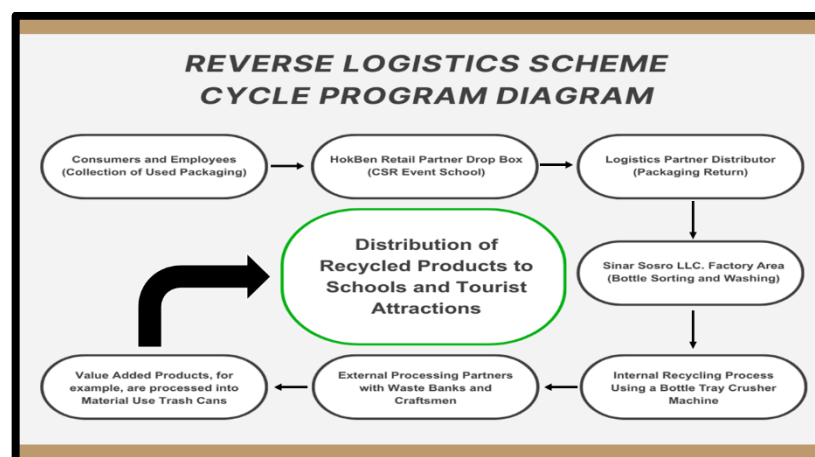
Figure 2. Triple Layered Business Model Canvas (TLBMC)

Layer	Generic Focus	Key Research Findings
Economic Layer (Profit)	Classic BMC elements	<ol style="list-style-type: none"> 1. Taste and safety quality value proposition, eco – friendly packaging, that avoids greenirs – washing. 2. Operational eco – efficiency partnerships and collection efforts.
Environmental Layer (Planet)	Strategies Green Marketing	<ol style="list-style-type: none"> 1. Sustainable eco efficiency partnerships and collection efforts. 2. Carbon footprint consideration across packaging options.
Social Layer (People)	CSR initiatives social impact	<ol style="list-style-type: none"> 1. Creating a community of conscious consumer appreciating green claims, reusable/recycle packaging. 2. Activation initiatives.

Source: Researcher Data (2025)

After mapping the sustainability strategy through TLBMC, this study presents a DAURI Program Diagram or Reverse Logistics Scheme to show the operational flow of the collection, processing, and reuse of environmentally friendly packaging implemented by PT Sinar Sosro Ungaran. Figure 3 provides further understanding of the circular economy practices that support the company's sustainable business model.

Figure 3. DAURI Program Diagram or Reverse Logistics Scheme



Source: Researcher Data (2025)

This image shows the flow of the DAURI (Recycling for the Nation) Program implemented by PT. Sinar Sosro Ungaran. This scheme explains the stages starting from the collection of used packaging by consumers and employees, distribution to drop boxes of retail partners and distributors, sorting and washing bottles at the factory, internal and external recycling processes with waste banks and artisans, to producing value-added products that are then redistributed to the community, schools, and tourist attractions. This diagram shows the integration of the company's reverse logistics system in supporting sustainability and reducing packaging waste.

Reverse logistics and circular economy practices are essential pillars of modern corporate sustainability strategies (Popov et al. 2022). The circular economy framework is conceptualized as an innovative paradigm that aims to minimize waste generation while optimizing resource utilization. (Geissdoerfer et al. 2017). The implementation of PT Sinar Sosro Ungaran's DAURI Program reflects the application of these principles in the management of returnable packaging.

CONCLUSION

Drawing upon the findings of the study on Sustainability Practices and the implementation of Green Marketing through Eco-Friendly Packaging at PT Sinar Sosro Ungaran, it can be concluded that this company has integrated sustainability principles comprehensively according to the Triple Bottom Line concept by Elkington 1997, (Grant 2015). From an economic perspective, cost efficiency and product innovation have increased the company's value without sacrificing environmental sustainability (Osterwalder et al. n.d.). From an environmental standpoint, adopting recycling initiatives and utilizing renewable energy sources have demonstrated effectiveness in mitigating ecological impacts (Geissdoerfer et al. 2017), while from a social perspective, employee and local community involvement strengthens the company's image as a responsible business actor (Carroll 1999); (Porter 2011)).

Green marketing strategies through eco-friendly packaging have proven effective in supporting the circular economy and increasing consumer awareness of sustainability (Anquez et al. 2022) ; (Ummah 2019). The application of reverse logistics within the DAURI Program illustrates how packaging recovery, processing, and reuse are integrated to foster the generation of economic, social, and environmental benefits (Rogers et al. 2012). Thus, the results of this study strengthen previous literature on the importance of integrating green marketing and eco-friendly packaging in sustainable business models (Popov et al. 2022) ; (Ummah 2019)

RECOMMENDATION

A. For Companies:

- (1) Developing biodegradable-based packaging innovations and expanding collaboration with external parties in recycling management to strengthen the circular economy system (Popov et al. 2022)
- (2) Expanding sustainability education to consumers through digital media so that sustainability messages are more widely accepted by the public ((Anquez et al. 2022) ; (Or et al. 2022)).
- (3) Consider specific environmental certifications such as ISO 14067 to measure and communicate the carbon footprint of packaging (Ummah 2019)

B. For Academics and Further Researchers:

- (1) Expanding the scope of research on aspects of consumer behavior towards environmentally friendly packaging to understand the factors that influence purchase intentions and loyalty ((Anquez et al. 2022) ; (Or et al. 2022)).
- (2) Examining the comparison of sustainability strategies across other beverage industries to see variations in circular economy practices (Popov et al. 2022)

C. RESEARCH LIMITATIONS

This study has several limitations, including:

- (1) The scope is limited to one factory location (Ungaran), so the findings cannot be generalized to all operational units of PT Sinar Sosro or the beverage industry as a whole.
- (2) Data was obtained from only three main sources through interviews (two internal; one external) and internal observations, so the perspectives of other external parties such as consumers, logistics partners, and regulators have not been fully described.
- (3) The research is descriptive qualitative, so it does not measure the impact quantitatively, such as the level of CO2 emission reduction, or energy efficiency in numbers.

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