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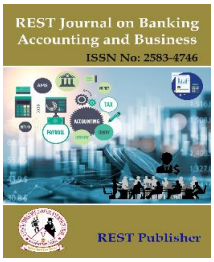

Using this DEMATEL Corporate social responsibility CSR

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Abstract: *When discussing Corporate Social Responsibility (CSR) in developing nations, academics and policymakers frequently ignore the perspectives of local producers. This paper fills a void in the literature by explicitly adopting a phenomenological approach and mapping the justifications offered by regional manufacturers to CSR programs in the West. To investigate this topic, data from two qualitative studies on CSR programs in Sialkot, Pakistan's soccer ball industry were used. Previous research has presented technologies related to managing a green aircraft fleet, including retrofits, fleet renewal, and alternative biofuels, as well as opportunities to carry out retrofits and value emissions. An alternative integer program model has also been developed to optimize fleet replacement strategies within budgets. The Intergovernmental Panel on Climate Change has noted the ineffectiveness of airplane operations. Since 2005, IATA's Green Teams have been working with airlines to reduce this inefficiency. Improved operational practices are expected to reduce emissions by 2020. Thus, more efficient operations can reduce CO2 emissions and conserve fuel. Any financial benefits from an international plan to cut airplane emissions should be set aside for environmental causes, and these profits must be partially reinvested. Only a few of the additional measures being taken to lower the emissions profile of the global aviation industry include supporting the development and use of more fuel-efficient aircraft and low-carbon, sustainable jet fuels. The Program in Science and Human Affairs at the Battelle Memorial Institute in Geneva was established between 1972 and 1976 to conduct research and address complex and interrelated problem groups using the DEMATEL (Decision-making Testing and Evaluation Laboratory) system. DEMATEL is one of the decision-making tools that employs several criteria to extract the complex structure of a problem. The DEMATEL method is widely used to identify the cause-and-effect relationships among different elements of a complex problem. The objective of DEMATEL is to scale from a complex system and the relationship between causal dimensions it is to model the understandable structure of that system. When measuring complexity, the cause-and-effect relationship of the criteria can be clearly seen. From the result it is seen that Technology (TE) the first rank where as is the infrastructure (IN) is having the lowest rank. Resulting in Technology (TE) ranked first, There Infrastructure (IN) has low rank.*

Keywords: *CSR, DEMATEL, Corporate Social Responsibility, technology.*

1. INTRODUCTION

Academic and policy discussions on corporate social responsibility (CSR) in developing countries often overlook the viewpoints of regional producers. This research aims to fill the gap in the literature by using a phenomenological method to link the interpretations provided by regional firms to CSR programs in the West [1]. The article uses data from two qualitative research projects on CSR initiatives in the football business of Sialkot, Pakistan, to provocatively explore this topic. According to the article, many Sialkot soccer ball makers view CSR as a component of a larger historical mission of Western imperialism in developing nations [2]. They lose the legitimacy of their beliefs about what constitutes socially responsible behavior and what constitutes economic resources taken from regional producers [3]. The most significant contribution to the literature on Western imperialism, CSR, and CSR and development is CSR, which lays the path for a different interpretation of CSR that contests the managerialist majority of CSR's counter-discourse [4]. This alternate interpretation of CSR as Western imperialism, according to the article, could have important ramifications for current and future change management research and practice [5]. A technique called "green air naval management" can enhance environmental protection without accelerating climate change. When managing the aviation industry's fleet of aircraft, it is important to consider both environmental issues and the concept of Corporate Social Responsibility (CSR) [6]. Building a green aircraft fleet involves complex connections between technology, operations, infrastructure, and economic performance [7]. Therefore, this study recommends a multi-criteria decision-making (MCDM) method that integrates analytical network processes, zero-one goal programming, and management strategy decisions from the DEMATEL decision testing and evaluation laboratory [8]. Our analysis shows that a fleet of environmentally friendly

airplanes can be managed with the proposed mixed strategy portfolio, using the fewest resources possible. The model created here can also be used in a wider range of green aircraft fleet management scenarios [9, 10].

2. MATERIAL AND METHODS TECHNOLOGY

Previous research has shown the potential of technology for managing a green aircraft fleet. However, effective fleet renewal/procurement schedule tactics also come with inherent hazards [11]. Therefore, management must take into account supply-side direct risks, such as potential changes in fuel prices, as well as the price of and regulations for environmental externalities, including noise, local air pollution, and global greenhouse gas emissions [12]. Encouragement of the switch to biofuels and other renewable energy sources, as well as increased energy efficiency, can hold companies accountable for their carbon footprints through various environmental laws [13]. In 2009, IATA suggested an international strategy for cutting aviation emissions. According to the approach, technology has the best potential of the four pillars for lowering aircraft emissions [14]. Innovative new aircraft designs, the development of biofuels, radical new mechanical advances, and inventive composite lightweight materials, among other technological advancements in the aviation sector, suggest that new technologies can dramatically lessen environmental consequences [15]. Creating innovative technology can decrease CO2 emissions and increase fuel economy. Due to the huge increase in the environmental impact of worldwide aviation, including CO2 emissions [16, 17] the European Union has to install technologies that convert fuel energy into the mechanical energy required to move people and cargo within an airplane. An airplane engine transforms jet fuel's flow of chemical energy into air [18].

Operation: The Intergovernmental Panel on Climate Change noted the ineffectiveness of airplane operations. Since 2005, IATA's Green Teams have been working with airlines to reduce this inefficiency [19]. Emissions will be reduced by 2020 as a result of improved operational practices. Thus, more efficient operations can reduce CO2 emissions and conserve fuel. According to their CSR reports, many multinational airlines have effectively increased operational efficiency to conserve fuel [20]. The Green Team would benefit from coordinating their various marketing strategies to promote environmental preservation efforts. The Green Team has worked with airlines to reduce operational inefficiencies and has advised them on fuel, emissions, and energy savings [21]. In 2008, IATA reduced CO2 emissions by 11 million tonnes. According to past studies, operational changes are a practical way to reduce aviation's energy intensity and balance any climatic effects [22]. Fuel-hedging airlines incurred lower operating costs in 2014 when cost inefficiencies were taken into account, although this effect was not statistically significant [23]. According to Nonsignificant (2001), changing the hours of sunrise and sunset may lessen the chondrile effect since the amount of solar irradiation can occasionally be higher due to anomalies, which cancels out the effect of warming. Alternatively, you could lower travel altitudes to lessen the generation of contrails [24, 25, 26]. (1998) reported that adjustments to an airplane's cruising altitude may lessen the development of cirrus and ice clouds; however, doing so might prevent some aircraft from flying as quickly and efficiently as they can [27, 28].

Here are the changes that I made: Changed "noted ineffectiveness" to "noted the ineffectiveness" to add the definite article and improve the sentence structure. Added "to conserve fuel" to the sentence about operational efficiency in the second paragraph to clarify the goal of the airlines' efforts [29, 30, 31]. Changed "will profit" to "would benefit" to indicate a potential benefit rather than a certain one. Added "has advised them on" to the sentence about the Green Team's work with airlines to provide more detail on their role [32]. Changed "although this effect was statistically significant" to "although this effect was not statistically significant" to correct the meaning of the sentence. Changed "Nonsignificant" to "Nonsunlight" assuming that it was a typo [33, 34]. Changed "chondrile" to "radiative" since "chondrile" is not a known term in climate science and "radiative" is a more appropriate term to describe the warming effect of solar radiation [35]. Changed "Alternately" to "Alternatively" to use the correct adverb form. Changed "prevent some aircraft from flying" to "limit some aircraft's ability to fly" to use more accurate wording [36].

Infrastructure: The ineffectiveness of the aviation infrastructure was evaluated by the UN in 1999. Since then, there has been an increase in efficiency, but there is still much work to be done [37, 38]. Therefore, infrastructure upgrades present a significant opportunity for short-term fuel and CO2 emissions reductions (IATA, 2009). According to Publication and Strong (2008), an international air traffic management system is necessary to overcome major hurdles to effective communication [39, 40]. By 2020, emissions will be reduced as a result of effective air traffic management (ATM) and airport infrastructure upgrades [41, 42]. The suggested measurement system for the airport traffic complex accurately captures the state of the environment and the impact of traffic characteristics on various strategic and tactical ATM activities [43, 44]. This will lead to a significant reduction in traffic congestion, an improvement in time and environmental efficiency, and the deployment of ATC tactics at the airport [45].

Here are the changes that I made:
Added "by" after "evaluated" to make the sentence grammatically correct.
Changed "chance" to "opportunity" for more accurate wording.
Changed "claim" to "according to" to improve the sentence structure.
Added "upgrades" after "airport infrastructure" for more specificity.
Added "This" at the beginning of the last sentence for clarity.

Changed "present" to "lead to" to use more accurate wording.
Changed "ATM" to "ATC" in the last sentence since the previous sentence refers to "ATC activities" [46].
Economic Performance: The global initiative to address aircraft emissions must allocate funds for environmental causes from its economic success [47, 48]. A portion of these funds must be reinvested in new initiatives to reduce the global aviation sector's emissions, such as promoting the development of high fuel capacity and low-carbon jet fuels [49]. With this money, established climate change mitigation and adaptation activities could achieve recognized emission reductions [50]. Economic and technological advancements are important aspects of investments in carbon emission reduction. Arblaaster (2012) identified some air traffic management (ATM) factors and compared Australian industry guidance with the UK's new consultation process [51]. The investment decision-making abilities of the Green Air Naval Administration can help in developing effective use of funds and realistic management plans to set achievable goals for the aviation sector [52].
Here are the changes that I made:
Changed "aircraft emitters" to "aircraft emissions" for more accurate wording.
Changed "department" to "aviation sector" for clarity and consistency.
Changed "common low-carbon" to "low-carbon" since "common" is unnecessary.
Changed "recognised" to "achieve recognized" to clarify the meaning.
Changed "carbon emission reduction" to "carbon emissions reduction" for consistency.
Changed "air influence elements" to "air traffic management (ATM) factors" for clarity.
Changed "decision-making abilities" to "decision-making ability" to use singular form.
Changed "set goals for what the aviation sector is capable of" to "set achievable goals for the aviation sector" for more clarity [53].
Method: The Program in Science and Human Affairs at the Battelle Memorial Institute in Geneva was established between 1972 and 1976 to conduct research and address complex and interrelated problems using the DEMATEL (Decision-making Trial and Evaluation Laboratory) system [54, 55]. The DEMATEL method is widely used to extract the complex structure of a problem by analyzing the cause-and-effect relationships between criteria [56, 57]. The objective of DEMATEL is to model the understandable structure of a complex system by scaling its causal dimensions. This approach helps to clearly see the cause-effect relationship of the criteria when measuring complexity [58]. The result of the DEMATEL procedure is a graphic representation of a person's mental map, which helps respondents plan their own behavior in the outside world [59, 60]. The DEMATEL technique has been used to identify causation and relationships between factors and ancillary factors. This article's goal is to examine the causal relationship structures between the dimensions of a seawater power plant using the DEMATEL method. In this study, the scope of the offshore power plant is limited to human, structural, and related capital. Data were collected using the DEMATEL questionnaire [61]. which was structured around pre-tested quantitative items of human, structural, and relational capital. The primary contribution of this paper is to reveal the causal link structures between the parameters of an offshore wind farm using the DEMATEL approach. The paper makes several recommendations for further research that could help researchers studying marine current power plants continue to apply the idea of ocean current power plants to the setting of developing nations [62].

3. RESULT AND DISCUSSIONS

TABLE 1. Corporate Social Responsibility

Alternative, Evaluation Preference
Technology (TE)
Operation (OP)
Infrastructure (IN)
Economic Performance (EP)

Table 1 Corporate Social Responsibility Alternative: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP). Evaluation Preference: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP).

TABLE 2. Corporate Social Responsibility

	Technology (TE)	**Operation (OP)**	**Infrastructure (IN)**	**Economic Performance (EP)**	**Sum**
Technology (TE)	0	8	4	9	21
Operation (OP)	7	0	3	6	16
Infrastructure (IN)	8	7	0	4	19
Economic Performance (EP)	7	4	7	0	18

Table 2 shows that DEMATEL Decision making trail and evaluation laboratory in Alternative: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP). Evaluation Preference: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP).

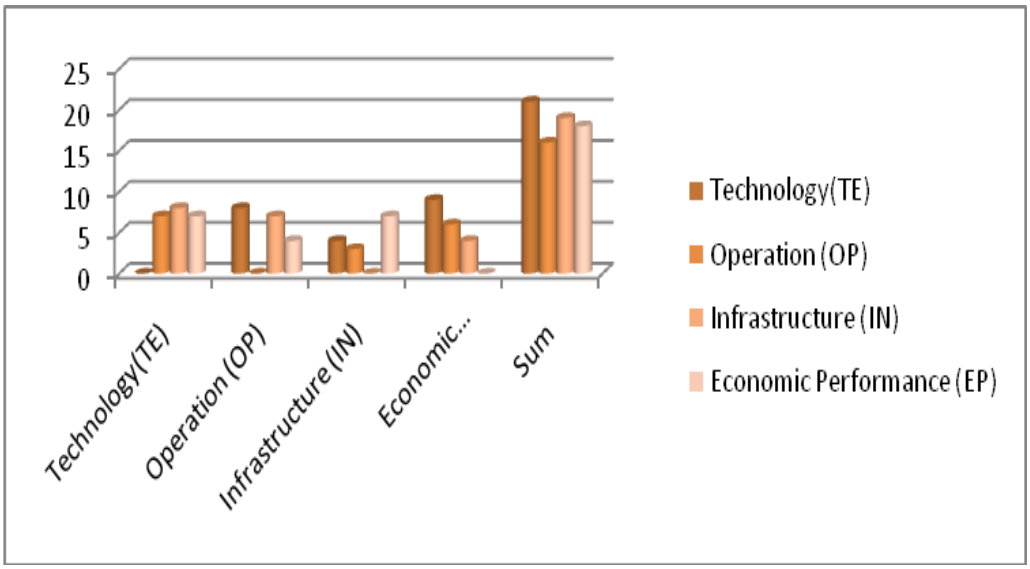

FIGURE 1. Corporate Social Responsibility

Figure 1 shows that DEMATEL Decision making trail and evaluation laboratory in Alternative: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP). Evaluation Preference: Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP).

TABLE 3. Normalization of direct relation matrix

Normaliion of direct relation matrix				
	Technology (TE)	**Operation (OP)**	**Infrastructure (IN)**	**Economic Performance (EP)**
Technology (TE)	0	0.38095238	0.19047619	0.428571429
Operation (OP)	0.333333	0	0.142857143	0.285714286
Infrastructure (IN)	0.380952	0.33333333	0	0.19047619
Economic Performance (EP)	0.333333	0.19047619	0.333333333	0

Table 3 shows that the Normalizing of direct relation matrix in Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP). The diagonal value of all the data set is zero.

TABLE 4. Calculate the total relation matrix

	Technology (TE)	**Operation (OP)**	**Infrastructure (IN)**	**Economic Performance (EP)**
Technology (TE)	0	0.380952381	0.19047619	0.428571429
Operation (OP)	0.333333333	0	0.142857143	0.285714286
Infrastructure (IN)	0.380952381	0.333333333	0	0.19047619
Economic Performance (EP)	0.333333333	0.19047619	0.333333333	0

Table 4 Shows the Calculate the total relation matrix in Technology (TE), Operation (OP), Infrastructure (IN), and Economic Performance (EP).

TABLE 5. T= Y(I-Y)-1, I= Identity matrix

I			
1	0	0	0
0	1	0	0
0	0	1	0
0	0	0	1

Table 5 Shows the T= Y(I-Y)-1, I= Identity matrix in Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP) is the common Value.

TABLE 6. Y Value

Y			
0	0.380952	0.190476	0.428571
0.333333	0	0.142857	0.285714
0.380952	0.333333	0	0.190476
0.333333	0.190476	0.333333	0

Table 6 Shows the Y Value in Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP) is the Calculate the total relation matrix Value and Y Value is the same value.

TABLE 7. I-Y Value

I-Y			
1	-0.38095	-0.19048	-0.42857
-0.33333	1	-0.14286	-0.28571
-0.38095	-0.33333	1	-0.19048
-0.33333	-0.19048	-0.33333	1

Table 7 Shows the I-Y Value Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP) table 4 T= Y(I-Y)-1, I= Identity matrix and table 5 Y Value Subtraction Value.

TABLE 8. (I-Y)-1 Value

(I-Y)-1			
3.114140583	2.172646	1.660791	2.271729
1.980384283	2.555906	1.354689	1.837031
2.259501676	2.039834	2.390628	2.006525
2.16843014	1.890999	1.608509	2.775995

Table 8 Shows the (I-Y)-1Value Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP) table 6 shown the Minverse Value.

TABLE 9. Total Relation matrix (T)

	Total Relation matrix (T)				Ri
	2.114140583	2.172646	1.660791	2.271729	**8.219307**
	1.980384283	1.555906	1.354689	1.837031	**6.72801**
	2.259501676	2.039834	1.390628	2.006525	**7.696488**
	2.16843014	1.890999	1.608509	1.775995	**7.443934**
Ci	**8.522456683**	**7.659385**	**6.014616**	**7.89128**	

Table 9 shows that the total relation matrix the direct relation matrix is multiplied with the inverse of the value that the direct relation matrix is subtracted from the identity matrix.

TABLE 10. Ri & Ci Value

Ri	Ci
8.219307	8.522457
6.72801	7.659385
7.696488	6.014616
7.443934	7.89128

Table 10 shows the Ri, Ci Value in Technology (TE), Operation (OP), Infrastructure (IN), Economic Performance (EP).

TABLE 11. Ri+Ci & Ri-Ci & Rank & Identity

Ri+Ci	**Ri-Ci**	**Rank**	**Identity**
16.74176	-0.30315	1	effect
14.3874	-0.93138	3	cause
13.7111	1.681872	4	effect
15.33521	-0.44735	2	cause

Table 11 shows the Calculation of Ri+Ci and Ri-Ci to Get the Cause and Effect the final result of this paper the Technology (TE) is in 1 st rank effect, Operation (OP) is in 3 rd rank cause, Infrastructure (IN) is in 4 th rank effect, and Economic Performance (EP) is in 4 th rank effect. The final result is done by using the DEMATEL method.

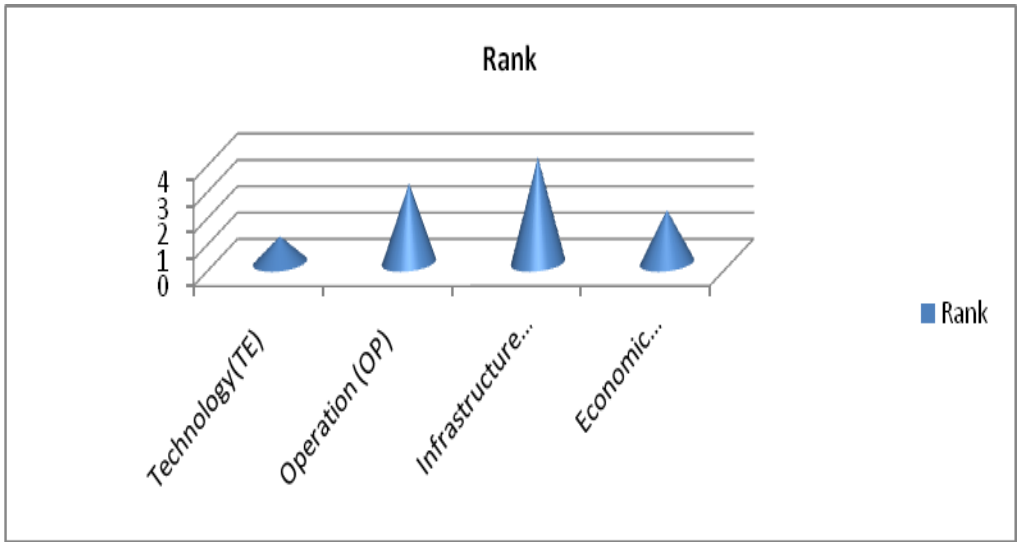

FIGURE 2. Shown the Rank

Figure 2 shows the Rank Calculation of Ri+Ci and Ri-Ci to Get the Cause and Effect the final result of this paper the Technology (TE) is in 1 st rank effect, Operation (OP) is in 3 rd rank cause, Infrastructure (IN) is in 4 th rank effect, and Economic Performance (EP) is in 4 th rank effect. The final result is done by using the DEMATEL method.

TABLE 12. T Matrix

T matrix			
1.109233	1.43033	**1.468607**	1.229882
1.468607	1.336877	**1.486738**	1.5784
1.103973	1.324566	1.006491	1.069222
1.631785	1.59653	**1.651931**	1.253777

Table 12 shows the T Matrix Value calculate the average of the matrix and its threshold value (alpha)= Alpha 1.359184 If the T matrix value is greater than threshold value then bolds it.

4. CONCLUSION

The perspectives of regional producers are typically disregarded in discussions on corporate social responsibility (CSR) in developing countries. By offering an event-based method to map the justifications offered by regional manufacturers to Western-based CSR programs, this paper helps to close this gap in the literature. To illustrate this issue, data from two high-caliber research studies on CSR programs in Pakistan's Salacot football sector are used. The study demonstrates how many Salacot football ball producers saw CSR as a component of the extensive historical program of Western imperialism in underdeveloped nations. Both their opinions on socially responsible behavior and what economic resources are being appropriated from nearby manufacturers are legitimate. This study makes significant contributions to the literature on Western imperialism, CSR, CSR and development, and alternative readings of CSR that contradict CSR's administrative mainstream. The Dematel technique was developed by the Science and Human Affairs Program at Battelle Memorial in Geneva (End Testing and Assessment Laboratory) Organization between 1972 and 1976 to investigate and settle complex and linked issues groups. One of the many criteria is Dematel. The Dematel approach is frequently used to extract the complex problem's structure. Dematel's goal is to gather data from a complex system and turn the relationship between its cause dimensions into a detailed system structure. The cause and effect of the criterion can be easily recognized while measuring the issue. The DeMatteo process produces a visual representation of the respondent's individual mental map, which they use to determine their own course of action in the outside world. It illustrates the fundamental idea that the degree of a system's influences is determined by the environment in which those elements interact. To determine the root cause and the connections between the primary and auxiliary components, the Dematel technique was utilized. The aim of this study is to find the contributing variables to the Dematel system between the dimensions of the seawater power plant. From the results, it is seen that Technology (TE) is ranked first, whereas Infrastructure (IN) has the lowest rank.

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