

Code	Authors	External factors	Internal factors	<b>Appendix 4:</b> Factors fostering the integration of sustainability practices.
A-2	Adamik and Nowicki	- Competitive environment - Economic and social tensions	- Inclination towards co-creation and collaboration with other organisations	
A-4	Adjei-Bamfo et al.	N/A	- Deployment of electronic and internet technologies	
A-7	Athwal et al.	- Customer behaviour - Social tensions	- Firm's organisation concerns	
A-22	Charlo	- Societal changes - Customer behaviour	- Firm's strategic positioning	
A-25	Cillo et al.	- Customer behaviour - Initiatives from international organisations	- Firm's strategic positioning - Inclination towards co-creation and collaboration with other organisations	
A-27	Cordova and Celone	- Initiatives from international organisations	N/A	
A-28	Crane	- Initiatives from international organisations	- Internal policies	
A-32	Doherty et al.	- Social policies (e.g., Fairtrade)	- Firm's vision and mission definition - Firm's organisational form	
A-33	Eichler and Schwarz	- Societal changes - Initiatives from international organisations	N/A	
A-34	Ertz and Leblanc-Proulx	- Competitive environment	- Inclination towards co-creation and collaboration with other organisations	
A-37	Ghadimi et al.	N/A	- Profitability	
A-46	Leitão et al.	N/A	- Firm's management system	
A-48	Ludeke-Freund and Dembek	- Customer behaviour - Authoritative institutions research	- Firm's vision and mission definition - Pricing models	
A-49	Luthra et al.	- Government initiatives - Initiatives from international organisations - Competitive environment	- Firm's strategic positioning	

A-50	Machado et al.	N/A	- Firm's strategic positioning - Performance management system - Internal policies
A-52	Melander	N/A	-Innovation -Inclination towards co-creation and collaboration with other organisations
A-55	Nave and Ferreira	N/A	- Firm's strategic positioning - Altruistic motivations
A-61	Sahamie et al.	- Academic research agenda	- Inclination towards co-creation and collaboration with other organisations
A-63	Shao	- Customer behaviour	N/A
A-64	Singh et al.	- Government initiatives - Customer behaviour	- Cost-saving / Economic returns - Firm's vision and mission definition (social value)
A-66	Stewart and Niero	- Government policies	- Cost-saving
A-67	Susur et al.	N/A	- Firm's strategic positioning
A-72	Wry and York	N/A	- Firm's vision and mission definition (social value)
A-75	Zhao et al.	- Environmental policies and legislations - Technology innovation - Market demands - Social and cultural standards	- Entrepreneurship - Organisational learning

**Appendix 4:**  
Factors fostering the integration of sustainability practices.