**A Dissertation Proposal**

**Introduction:**

In the ever-evolving global landscape, businesses face mounting pressure to address environmental concerns and adopt sustainable practices. Consumer demand and growing markets have driven rapid expansion in the cosmetics business. This rise has highlighted the industry's environmental impact, including greenhouse gas emissions, waste, and resource depletion (Yoro & Daramola, 2020). Corporate Social Responsibility (CSR) programs have grown in response to these difficulties as a way for firms to show environmental sustainability while being profitable.

This dissertation proposal explores the intersection of CSR and greenhouses within the cosmetic industry. By investigating how CSR activities can foster environmentally friendly practices, this research aims to shed light on the potential for cosmetics companies to mitigate their ecological impact and drive positive change. Understanding the effectiveness and challenges of implementing CSR-driven green initiatives is crucial for achieving genuine sustainability in this sector.

**Background and Context:**

Social media influencers, changing aesthetic standards, and product innovations have rapidly grown the cosmetics industry. Despite this, this industry's recent growth has raised worries about its impact on climate change and environmental degradation. Studies suggest that the beauty industry significantly impacts pollution, greenhouse gas emissions, and natural resource depletion.

Corporate Social Responsibility (CSR) has emerged as a strategic framework for corporations to address better their influence on the economy, society, and environment, as illustrated (Tiep & Nguyen, 2022). The impact of corporate governance on firms’ value in an emerging). When they engage in corporate social responsibility (CSR), companies may boost their reputation, attract environmentally conscious customers, and contribute to the UN's Sustainable Development Goals (SDGs). The UN set these objectives. Moreover, CSR initiatives can lead to substantial cost savings through resource optimization and improved operational efficiency.

**Research Gap and Objectives:**

Despite the growing adoption of CSR practices in various industries, research specifically focusing on CSR's influence on greenhouse gas reduction and greenhouse in the cosmetic sector is still being determined. The research gap lies in the need for a comprehensive understanding of which CSR activities are most effective in promoting sustainable practices and greenhouse gas reduction in this industry.

The primary objectives of this research are threefold:

* To assess the effectiveness of CSR activities in promoting greenhouse and environmentally friendly practices in the cosmetic industry.
* To identify cosmetic companies' key drivers and potential barriers while implementing green CSR practices.
* To explore the extent to which successful CSR activities contribute to reducing the cosmetic industry's carbon footprint and fostering sustainability.

**Research Questions:**

To address the research objectives, the study will explore the following research questions:

1. How do CSR activities influence adopting environmentally friendly practices within cosmetic industries?
2. What major CSR initiatives have cosmetic companies adopted to reduce greenhouse gas emissions and promote sustainability?
3. What are the challenges faced by cosmetic companies in effectively implementing and integrating green CSR practices into their operations?
4. To what extent do successful CSR activities contribute to reducing the cosmetic industry's carbon footprint, and how do they foster a culture of sustainability within the sector?

**Literature Review:**

During the literature review, which will offer the foundation for this study and set the scene for how it will be carried out, we will look at past research, academic publications, and industry reports connected to CSR in the cosmetics sector. This will be done to create a framework for this study. Examining the relevant previous research will serve as the foundation for this investigation, upon which the ensuing work will be constructed. During the evaluation, studies such as the most successful CSR practices, green initiatives, sustainable supply chain management, stakeholder participation, and company sustainability strategy will be emphasized (Le, Vo & Venkatesh, 2022). The research will establish gaps in knowledge and highlight areas that require additional examination to understand better the interplay between corporate social responsibility and the reduction of greenhouse gas emissions in the cosmetics business. This will be accomplished to understand the interplay between these two concepts better. A synthesis of the relevant literature will be performed to accomplish this goal. This will assist in discovering the areas in which there are knowledge gaps. This exercise will be carried out so that a deeper comprehension of the connection between the two may be attained.

**Research Methodology:**

This research will adopt a systematic review approach to analyze and synthesize secondary data effectively. A thorough search will be conducted on databases such as Scopus, Web of Science, and Google Scholar, using relevant keywords such as "cosmetic industry," "CSR," "greenhouse gas reduction," "sustainability," and related terms. By adhering to predefined inclusion and exclusion criteria, the research will ensure the selection of highly relevant and credible sources.

**Data Analysis:**

The data from selected secondary sources will undergo a thematic analysis, categorizing and organizing information related to CSR initiatives, greenhouse gas reduction, and sustainable practices within the cosmetic industry. Thematic analysis will identify recurring patterns, trends, and key insights, enabling a comprehensive exploration of the research questions and objectives.

**Proposed Outcomes:**

Based on the comprehensive secondary data analysis, the research aims to provide valuable insights into the relationship between CSR activities and greenhouse gas reduction in the cosmetic industry. The findings are expected to contribute significantly to the existing knowledge on CSR and sustainability, offering practical implications and potential strategies for cosmetic companies seeking to enhance their environmental performance and overall corporate responsibility.

**Limitations:**

While this research seeks to contribute valuable insights to the field of CSR and greenhouses in cosmetic industries, several limitations are associated with using secondary research methods. These limitations may include potential biases in the available literature, incomplete data coverage, and the inability to capture real-time developments in the industry. Moreover, the focus on secondary data may hinder access to specific details on some CSR initiatives within cosmetics companies.

**Conclusion:**

This dissertation proposal outlines a comprehensive approach to exploring the potential impact of CSR activities on greenhouse practices within cosmetic industries. This study contributes to the growing body of knowledge on CSR and its environmental impact by addressing the research gap and investigating the key research questions. The findings promise to encourage cosmetic companies to embrace more sustainable practices, fostering a mutually beneficial relationship between business growth and environmental preservation. As society and stakeholders increasingly prioritize environmental responsibility, this research is crucial in guiding the cosmetic industry towards a greener and more sustainable future (Agrawal et al., 2022). By bridging the gap between CSR and greenhouse gas reduction, this research aims to create a more sustainable and environmentally conscious cosmetic industry that can lead the way in the broader context of corporate responsibility and global sustainability efforts.

**References**

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