



UNIVERSITÀ DEGLI STUDI DI SALERNO

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**Title: "*MODELS OF STRUCTURAL EQUATIONS TO EVALUATE CORPORATE  
SUSTAINABILITY THROUGH WEB COMMUNICATION ANALYSIS*"**

## ABSTRACT

We often hear about the concept of sustainable development through newspapers, television and other mass media, yet frequently the meaning of this expression escapes most people.

But what does sustainable development actually mean?

It is "economic development compatible with the protection and conservation of environmental resources". This explanation, although indicated by common language, has the merit of placing the two central subjects of the argument in the foreground: economy and environment. The ability to relate these two subjects in the best possible way results in an effective policy of sustainable development. The effectiveness results from being able to safeguard and conserve resources, and this means becoming aware of the fact that the resources present in nature are not unlimited (at least those most used by man), and therefore it is necessary to know how to manage them in a way very rational, so that future generations can enjoy the same privileges that current generations make abundantly.

Sustainable development, however, does not refer only to the management of resources, but broadens its horizons to all activities managed by man, as ensuring a decent life to future generations, also means giving them a healthy environment and able to guarantee a peaceful life.

This, substantially, is what is expressed in the first chapter of this thesis, where the focus was more on what has been the historical and management evolution of the company sustainability. Starting from the origins of the concept has been described what are the characteristics and the limits of the models that over time have succeeded. We also proceeded to describe what are the reference contexts in which corporate sustainability has played a fundamental role: in the paradigms of Service Science and in the ASV dynamics. Finally, emphasis was placed on what are the possible business advantages deriving from a correct management of sustainability, in the field of stakeholder engagement and the growth of the reputational capital of the company.

The second chapter, after a discussion on the model concept and a description of the OSEC model, focuses on what are the models of structural equations (MES), analyzing and describing the phases with the most frequent problems and errors to avoid as well as the first practical applications, in econometrics and psychometrics. Subsequently, the most technical part that underlies the models was analyzed, such as the syntax and the methodology used.

Finally, in the third chapter a brief description of the sample is presented, then with the data in possession we have specified a structural model with the aim of assessing the causal links between the constructs analyzed and the main empirical conclusions deriving from the estimation of the model. structural with attached considerations and critical issues.

The research work was aimed at verifying the existence of a possible relationship between the models of structural equations and the concept of corporate sustainability. Starting from the analysis of the macro-model on communication for sustainability, the various relationships existing between the variables examined have been analyzed through the ESM. This analysis, as explained in the previous paragraph, has provided excellent results, the validation of the model in fact, is well configured with the conceptual construct of the macro-model on communication for sustainability.

It should also be clarified how discussions on models of structural equations still remain an "open" topic with many facets and unknowns. Few, in fact, are the discussions on the subject especially as regards the business economy, although, we are witnessing their increasing use and study both in the theoretical field and in the field of applied research. Innovative studies, such as those expressed in the second chapter, have shown, however, how this topic can provide advantages in terms of theoretical and practical applications in the various company dimensions.

Economic research, especially in the business environment, is the difficulty and the impossibility, often, of being able to conduct "experiments", which, usable by other social sciences, would allow us to highlight with greater approximation the results that are outlined at the theoretical level, making them de facto verifiable.

To this problem is added, moreover, the difficulty of having the right balance between the reality of the events and the simplification of the assumptions that are at the base of the use of the models.

To obtain further information on the subjects under investigation, the results obtained must be compared with those of other types of analyzes to highlight their distinctive characteristics.

In conclusion, therefore, in the light of the results obtained, it can be affirmed that it would be convenient to extend the research, redefining and specifying more "items", in order to have a more detailed analysis and a higher quality of the model estimates.

It is therefore possible to state that the implementation of the cases under study will determine an ever-increasing discussion, in terms of communication for sustainability, which can be analyzed and implemented with the help of structural equation models.