

From Profit to Purpose: A Systematic Literature Review of Sustainable Business Transformation

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Abstract: The study is a systematic literature review that brings 24 qualifying articles published between 2000 and 2026 together to discuss how business organisations need to be transformed into purpose-driven and sustainable business organisations. A thorough search was conducted according to the PRISMA rules through various databases, such as Scopus and Google Scholar, that helped to find the main drivers, organisational practices, and results related to sustainable business transformation. It identifies out five types of transformation drivers (regulatory, market-based, leadership-driven, stakeholder pressures and technological enablers), six domains of organisational practices (governance, strategy, operations, human resource management, innovation and reporting) and multi-level outcomes in terms of financial, environment, social, organisational and employee. The three-stage framework is integrative, based on the paradox theory, stakeholder theory, sustainability business models, and the creation of shared value: Drivers – Practices -Outcomes and contributes to the literature, and establishing the areas that require future research.

Keywords: Sustainable Business Transformation, Purpose-driven Organisations, Business Models to create Sustainability, Stakeholder Value Creation, Organisational Transformation

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