Journal of Marketing & Social Research

ISSN (Online): 3008-0711

Volume: 02 | Issue 02 | March-Apr. | 2025 Journal homepage: <u>https://jmsr-online.com/</u>

Research Article

A PRISMA-Based Systematic Literature Review on The Relationship Between Knowledge Management and Organizational Sustainability

Poorna Chandra N^1 and Dr Subashini $R^{2\ast}$

¹Research Scholar – VITBS – Vellore Institute of Technology Vellore ²Associate Professor- VITBS - Vellore Institute of Technology Vellore **Submission:** 20/01/2025: Received: 23/02/2025:

Revision: 26/03/2025;

Published: 18/04/2025

*Corresponding author: Dr Subashini R

Abstract: This paper explores knowledge management in sustainability, where the gaps identified in existing approaches are encouraged to make better use of action research and qualitative methods. A systematic review was done on related literature with 735 records and a total of 703 articles. Removing the duplicates and screening results left 117 reports assessed for eligibility; after excluding, only 53 studies remained. Based on re-analysed data in 2024, 5 articles were added to be included. Knowledge management is vital for sustainability and impacts industries and initiatives such as Total Quality Management, IT capacity building, and stakeholder engagement. This might include a study into future technologies like big data, blockchain, and AI within knowledge management. Human-centered, cross-sectional, and longitudinal techniques may be particularly good fits for this research. Most of the articles reviewed here dealt with fewer studies that were related to action research, however, a wide range of techniques is covered in modeling and tool development. Highlights: • In recent years, there has been an increase in the application of knowledge management in the context of sustainability. • Further study is needed to fill gaps in themes, tactics, objectives, and techniques. • Research into building concepts and methods for information exchange is increasing.

Keywords: Knowledge Management; Sustainability; Sustainable Development; Organization sustainability.

INTRODUCTION

A number of factors, including changes in the global economy, technology breakthroughs, and moves to market economies, influence the business environment of today. These elements highlight how important knowledge is. But it's still difficult to manage this information properly. (Lam et al., 2021). It becomes the crucial factor for the organizations seeking survival and sustainability in such a dynamic environment where it enables the organizations to utilize knowledge appropriately (Nilashi et al., 2019). Corporate sustainability has the ability to shift from resource management as traditionally focused toward an organizational focus on reduction of impacts that environmental, social, and economic types may bring upon the business (Chowdhury & Paul, 2020). Sustainability is an avenue that can help reduce risks in unstable markets while promoting stability by reducing sources of uncertainty (Demir et al., 2021). This encompasses a longterm approach toward leadership and stakeholder development, which ensures management of internal and external factors sustainably as the organization grows et al., **2021**). The connection between (Amiad sustainability and knowledge management is that the latter requires continuous learning and the sharing of knowledge within an organization to be at its best (Chiabrishvili & Zaim, 2018; Demir et al., 2021). Knowledge management investment will turn an organization innovative and principles learning-oriented, embracing the of sustainability (Martins et al., 2019). Sustainability is quite an important area for newly emerging economies. In fact, sustainability can be the top factor that determines

competitiveness for an emerging economy. Sustainability is meeting the present needs without losing the ability of future generations to meet their own. Organizations attain sustainability through knowledge management and innovation-driven efforts (Akram et al., 2018). New policies from companies can enhance the sustainability practices of companies, thus having a positive impact on the community and other stakeholders. Further research is needed to construct new strategies and improve knowledge management. Sustainably reacting to the issues of sustainability will catalyze a long-term change (Martins et al., 2019). High importance of sustainability in higher education relates to ecological balance and new societal frameworks. However, now environmental concerns form part of the educational activities of a university (Al-Rahmi et al., 2019). Knowledge management is part of long-term business practices since it generates, shares, and applies collective knowledge to ensure companies fulfill their economic, social, and environmental responsibilities in a sustainable manner (Chopra et al., 2021). Sustainability, which has existed for over 30 years, marries short-term profits with long-term strategies to maintain financial, social, and environmental well-being in a global economy (Hossain et al., 2022).

THEORETICAL BACKGROUND

This chapter reviews information on knowledge management, sustainability, and organizational sustainability together with their interrelation and relevance. The essence of the current study is derived from the core concepts of the theories of sustainable development and knowledge management. Management ideology has become a holistic model within the last decades. It relates to the improvement of every factor of business on a sustained basis (Abbas, 2020).

Knowledge Management

As per the findings of Kavalić et al. (2021), the positive influence of knowledge management (KM) extends to enhancing productivity, competitiveness, and fostering organizational development. It is influenced by a number of elements. Studies indicate a robust correlation among tertiary education, economic viability, and sustainable development. Innovation, enterprise sustainability, and financial performance are all closely correlated with knowledge management. At the macro level, government expenditure, investment, entrepreneurial activities, workforce, and information represent some of the factors. In this regard, knowledge management, particularly in terms of gathering, retaining, and distributing intellectual capital, becomes an important function in the decisionmaking process of an organization. It is fundamentally different from information management because this involves more than just information; it involves a different class of assets. Knowledge management, thus, protects and develops personal knowledge so that it becomes ready for sharing. Applying a knowledge management framework, managers make a way to exploit the basis of sustainability to innovate as well as reproduce intellectual assets with dynamic returns on investments in enabling technologies (Spangler et al., 2014). While knowledge is essential for businesses to have productive skills, inefficiencies might result in ones that are not long-lasting. For this reason, organizations need to include outside expertise and creativity. Developing knowledge from IT data is crucial for long-term capacities (Akram et al., 2018). The knowledge management ideology and the management instrument have the ultimate aim of creating, distributing, and applying data and information to benefit an organization. This ensures business success using knowledge-based viewpoints.

Knowledge management comprises the processes of information creation, acquisition, storing, sharing, and management produces utilization. Agile useful information, while knowledge management (KM) affects decisions and behaviors. It can bring high profits in the long run (Hossain et al., 2022). KM is necessary for firms to manage organizational processes and create competencies. It involves understanding customers, markets, competitors, and future technology. In many cases, though, without a plan for integrating knowledge management, this knowledge is not effectively leveraged. (Lopes et al., 2017). (KM) is a more holistic term that includes both the development and utilization of knowledge, which is inherently possessed by human beings and later acquired through education. It puts emphasis on tacit knowledge, the interaction of human beings with each other, and learning beyond technology and managing information. The aims of knowledge management are to present new opportunities, add value, and gain a competitive advantage (Mämmelä et al., 2019). This study focuses on how knowledge management (KM) contributes to several areas of sustainability, and it goes into great length about the following.

Sustainability

The English word "sustainability" can refer to a number of concepts, such as the potential to be environmentally sustainable, the rate or degree of sustainability, and the quality of being sustainable. It was used initially in the seventeenth century to refer to the preservation of the important resources, mainly timber, in Britain, France, and Saxony, for military and commercial ends. Sustainability knowledge, or knowledge about the sustainability principles, is often found more often in educational research, especially when it comes to the matter of organizational intelligence, than in academic management (Klingenberg & Rothberg, literature. 2020). Sustainability is important for organizations to meet current needs and protect future generations. The theory of scarcity economics focuses on responsible use of limited resources. Sustainability adoption should focus on social, economic, and environmental dimensions with consideration of tradeoffs. High levels of sustainability may result in sustainable development and meeting stakeholder commitments. Hence, all three aspects are beneficial from comprehensive research and a knowledge base (Alketbi & Ahmad, 2023). Sustainability is an important concept in the current economy, and knowledge-based theory is the underpinning of strategic thinking in business. Knowledge is recognized as the most valuable asset and the base for sustainability; however, knowledge and knowledge management processes need to be sustainable.Context, culture, and appropriateness are crucial in the pursuit of sustainability, and there is a focus on community and process. Knowledge-based activities can raise the probability of knowledgeable practices (Gloet, 2006). In a knowledge economy, firms' long-term competitive advantages are determined by their capacities to acquire, transform, and use knowledge-based assets. The strategic assets are more likely to create a lasting competitive advantage through their use in enhancing the competencies of an organization and value-creation processes. These strategic assets may be systematically used to achieve plans, implement valuecreating activities, and consequently produce innovative goods or services (Roxas & Chadee, 2016). To attain sustainable development, the sustainability performance of an organization is measured and evaluated in terms of its environmental, social, and economic impact. It involves goal setting, project implementation, tracking progress, and adjustment. Organizations strategy report their performance through sustainability reports and disclosures, using different methods including financial, social, and environmental measures: certifications: qualitative assessment; and composite indexes (Cheng et al., 2023).

Organization Sustainability

Organizational sustainability is a three-dimensional model that encompasses economic, social, and environmental pillars. The triple bottom line is an extremely accepted concept as a basis for sustainable management but also raises questions about the business aim of companies if not

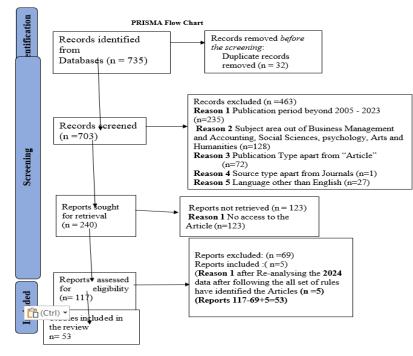
correctly integrated (**Lopes et al., 2017**). Organizational sustainability is the essence for firms to mitigate risk, face uncertain conditions, and gain stability in rapidly changing markets. It involves continuous learning and knowledge management, with knowledge management and organizational sustainability positively related (**Demir et al., 2021**). The 1970s saw a revolution in sustainability, integrating economic, social, and environmental aspects of organizations. Global concerns include environmental

degradation, marginalization, and green knowledge search. Sustainability can increase employee commitment and represent sustainability goals. Environmental modernization theory emphasizes modern sciences and technologies as ecological and economic missions. Market policies must address conflicts between economic processes and the environment for sustainable development (Al-Faouri, 2023).

METHODOLOGY

We employed an acknowledged methodological approach to ensure that a literature review of the body of research on the aspect of migrant knowledge management to organization sustainability would yield a well-structured synthesis. We first developed a complex search strategy and subsequently, very precise inclusion and exclusion criteria to identify which papers were relevant to consider. We conducted a comprehensive literature search that involved data extraction, critical evaluation, and synthesis of previous findings. The details of the numerous steps are provided in the following section. Furthermore, we presented systematic reviews according to the PRISMA declaration. For every search phase, we recorded the steps and outcomes by using the PRISMA template. From study discovery and screening to inclusion, the PRISMA 2020 flow diagram showing the study selection process is presented in Figure 1. With the publication of this study, additional information on the PRISMA checklist and PRISMA abstract checklist is available online.

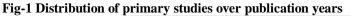
Search Terms :(TITLE ("Knowledge Management") AND TITLE ("Organization Sustainability") OR TITLE ("Sustainability")) AND PUBYEAR > 2003 AND PUBYEAR < 2023 AND (LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "SOCI") OR LIMIT-TO (SUBJAREA, "ARTS")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (SRCTYPE, "j")) AND (LIMIT-TO (LANGUAGE, "English"))

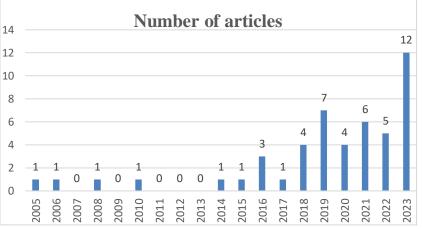


Source: author's creation)

From the accessed databases, 735 records have been identified to start from. Before screening, 32 duplicates were removed and there thus remained 703 for screening. A total of 463 records are excluded in the screening phase: 235 because they were published outside 2005-2023, 128 because they are in subjects other than Business Management and Accounting, Social Sciences, Psychology, Arts, and Humanities, 72 are not classified as "Articles," one is not a journal article, and 27 are in languages other than English, and that would leave reports sought for retrieval at 240. However, with restricted access, 123 could not be retrieved; thus only 117 reports were assessed for eligibility and subsequently ruled out on subsequent evaluation. Altogether 69 reports were excluded. With a re-analysis of data from 2024 and by following all the rules put in place, 5 additional articles were found, thereby totaling 53 reports included in the review.

RQ1: What are the primary studies distributed across different publication years?



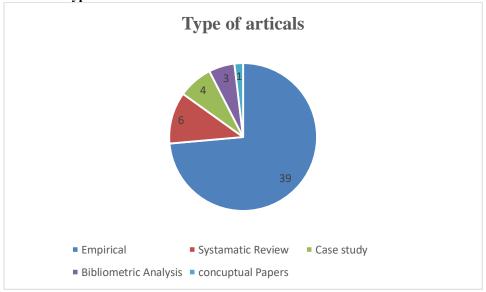


Source: Author's creation

Figure 1 reveals that from the year 2016 onwards, there was a trend of consistent increase in the volume of publications. The year 2004 was the starting year of the analytic procedure without any limits on scope to provide an all-around perspective of the trend in publishing. The graph is characterized by a steady trend and the number of publications, especially from 2016, which indicates interest and investment in research from the investigated topic. Trends with an upward direction may be associated with many factors: better research infrastructure, more access to digital platforms of publication, or greater interaction between academics and industry. Trends do not show signs of flattening, so publication growth is expected to persist. Evidence supports the view that, over the last couple of decades, the academic community has been highly interested in this field of research, which has increased knowledge.

RQ2: What types of articles are included in the systematic literature review?

Fig-2 The analysis of article types



Source: Authors own creation

Article types reveal the diversity of research methods. 39 empirical articles represented facts and observations from real life. Systematic reviews, which included six papers providing detailed summaries of existing literature on the topic, were the outcome of systematic reviews. Case studies supplied four papers focusing on in-depth analyses of specific cases or organizations. Three had a bibliometric analysis where the research impact and publishing patterns could be measured by applying quantitative techniques. There was one conceptual article that dealt mainly with idea development and, therefore, theoretical inquiry. Thus, in terms of subject matter, the distribution is rather well-rounded.

RQ3: Which Subject Area of journals are most frequently represented in the systematic literature review?

Table -1 Category of journals appearing in the SLR				
Subject Area	Count			
Business, Management and Accounting	21			
Computer Science Applications	5			
Social Sciences	14			
Education	2			
Library and Information Sciences	5			
Health care	3			
Multidisciplinary	3			
Total	53			

SLR demonstrates the presence of subsets of magazines that support research. The largest number of publications falls into the business, management, and accounting field with 21 articles, which signifies a significant focus on business strategy at the intersection with management groups and financial methods, as seen by the body of literature explored. Social sciences are found in second place with 14 papers, indicating much broader social and behavioral implications covered by the research. Computer Science encompasses 5 papers that depict an apparent prevalence of research about technology, digital applications, and their implementation in other areas. The same applies to library and information sciences, with 5 papers showing how knowledge management and information systems are vital for the research. Healthcare magazines carry 3 articles on issues that pertain to the realm of health management and sustainability. Multidisciplinary magazines carry another 3 articles, which indicate cross-disciplinary research activities. Education carries the lowest coverage with only 2 items.

RQ4: Which host countries are most commonly reported in the primary studies?

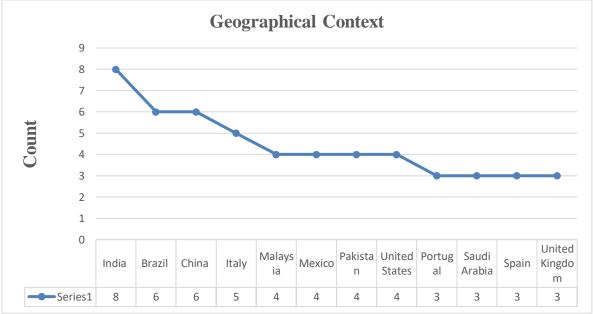


Fig 3 Host countries reported in primary studies

The geographic dispersion of the information supplied a vast variety of nations. India leads with 8, followed by Brazil and China, both with 6. Italy is slightly behind with 5, while Malaysia, Mexico, Pakistan, and the USA each have 4. There are 3 records in Portugal, Saudi Arabia, Spain, and the United Kingdom. The trend follows this pattern to a greater degree in countries that lie along several continents, especially throughout Asia, Europe, and the Americas. The highest number happens in India, which may be due to the sheer numbers that the country possesses or the prominent occurrence of some institutions there. These nations with 4 cases have been spread across geographical points, which illustrates that it is a problem around the world. Then there is this kind of nation with three incidents that show a reduced level of activity within the data; nevertheless, it is also worthy of achieving a wider outreach into knowledge management and sustainability organizations around

	Table -2 Results overview					
S.no	Author	Journal	Core information	Туре		
1	(López-	Production planning	This research looks at the function of Knowledge	Empirical		
	Torres,	and control	Management (KM) in promoting sustainability in			
	Garza-Reyes,		company operations and suggests ways for managers			
	et al., 2019)		to include sustainable operations in their plans. Data			

2	(Kavalić et al., 2021)	Sustainability	from 345 SMEs supports the notion that knowledge management (KM) is a vital choice for long-term adoption. According to the findings, knowledge management offers an alternative to unsustainable operations by emphasizing sales and cost reduction. The study analyzes knowledge management implementation in Serbian manufacturing	Empirical
			enterprises, revealing variations in dimensions and impact levels between domestic and foreign enterprises. Financial performance is a reliable indicator of knowledge management success.	
3	(spangler et al., 2014)	"Journal of Computer Information Systems"	Research highlights the difficulties experienced by a Fortune 150 industrial business while applying green management techniques. The research used a distributed knowledge management paradigm that includes the belief-action-outcome (BAO) model, business social networking, and Web 2.0. The framework incorporates mobile business intelligence, collaboration capabilities, and data visualization.	Empirical
4	(Chiabrishvil i & Zaim, 2018)	"Middle east journal of management"	This study looks into the influence of (KM) practices on organizational sustainability in Kuwait. A regression study reveals a clear linear relationship between KM procedures and sustainability, with knowledge storage being the most important element. Knowledge generation also has a good correlation with sustainability.	Empirical
5	(lópez– morales et al., 2015)	"Artificial intelligence applications in information and communication technologies"	This study describes a multi-agent network for collaborative (KM) in industrial sustainability, with a focus on design, marketing, and distribution stages, as well as environmental concerns and regulatory integration into processes while retaining profitability.	Empirical
6	(chopra et al., 2021)	Journal of cleaner production	The article reviews 1136 peer-reviewed journals from 2001-2021 on knowledge management for sustainability, highlighting its foundational clusters, new knowledge generation across 10 thematic clusters, and presenting a new theory for future research.	Bibliometric analysis
7	(ugwu, 2005)	"Journal of information technology in construction"	The article proposes a framework for sustainable construction management based on a study done in Hong Kong SAR to address difficulties in infrastructure design and management via the use of information and communication technologies.	Empirical
8	(hossain et al., 2022)	Journal of information technology in construction	This article proposes a framework for sustainable knowledge management in the construction sector, based on a study done in the Hong Kong Special Administrative Region that employs ICT-based decision support for sustainable design and construction.	Empirical
9	(alboliteeh et al., 2022)	Sustainability	A study in Saudi Arabia found that effective knowledge management is crucial for society and healthcare organizations. Factors like gender, managerial position, experience, and education predict sustainability performance. Consistent knowledge management can help organizations innovate, achieve better performance, and ensure long-term success, encouraging workers to invest more.	Empirical
10	(gauthier & zhang, 2020)	"International journal of productivity and	The research examines discourse in "Green Knowledge Management and Strategic Renewal", employing discourse theory to assess literature and	'Literature review'

How to Cite: Poorna Chandra N and Subashini R. A PRISMA-Based Systematic Literature Review on The Relationship Between Knowledge Management and Organizational Sustainability." *Journal of Marketing & Social Research*, vol. 2, no. 2, 2025, pp. 703–716.

-	1			,
		performance management"	sustainability initiatives before finding that green knowledge management may successfully address	
11	(lopes et al., 2017)	"Journal of cleaner production"	trends. "The research investigates a Brazilian family-owned rubber product company's implementation of a strategic sustainability strategy, with an emphasis on knowledge management and open innovation, demonstrating substantial improvements in the company's sustainability culture".	Case study
12	(mämmelä et al., 2019)	Sustainability	The study offers a novel technology valuation technique (tvm) based on design research methodology, with an emphasis on gathering, modelling, and evaluating product-related knowledge to help in technology selection and sustainability.	Case study
13	(upadhyay & kundu, 2019)	"Vine journal of information and knowledge management systems"	This study investigates the relationship between (KM) techniques in a semi-structured industry and company sustainability, focusing on "micro, small, and medium-sized firms in emerging nations". It emphasizes the necessity of effective knowledge production and absorption in overcoming obstacles faced by traditional organizations such as handloom co-operatives.	Case study
14	(Akram et al., 2018)	Sustainability	The study investigates the influence of IT competence on performance and competitive advantage, concluding that knowledge management mediates this link in emerging economies.	Empirical
15	(al-faouri, 2023)	"Cogent business & management"	The study, which included 288 IT businesses in Jordan, discovered a favourable association between "green knowledge management and sustainability, with knowledge-based leadership mediating the relationship". Implementing green technology improves organizational competitiveness, sustainability, performance, and stakeholder satisfaction.	Empirical
16	(yang et al., 2018)	Sustainability	Over the last four decades, China has seen a shift in eating preferences and increasing meat consumption, needing more instruction on healthy diets. A knowledge graph was created to give a complete method to comprehending Chinese food culture and traditional medicine philosophy.	Empirical
17	(abbas, 2020)	"Journal of cleaner production"	The study looks at the link between (TQM) and (CS) in Pakistani industrial and service industries. It investigates how tqm methods may assist businesses in meeting their cs objectives, as well as how knowledge management mediates this connection. The findings indicate that tqm has a considerable favorable influence on cs, with km moderating the link.	Empirical
18	(trotta, 2010)	"Journal of Industrial Engineering and Management"	This research explores sustainable product development tools, knowledge sharing, innovation, and CO2 emissions reduction, emphasizing regulatory compliance as a key design requirement throughout the product lifecycle.	Empirical
19	(jiménez et al., 2021)	Sustainability	This study looks at the relationship between knowledge management (KM), sustainability, and innovation in the tourism business of southern Sonora, Mexico. A questionnaire was issued to 492 organizations, revealing a positive and significant relationship between knowledge management, sustainability, and innovation. Focusing on knowledge management may result in innovation and	Empirical

			long-term success.	
20	(zhang et al., 2021)	Sustainability	The study examines the relationship between total quality management (TQM) and organizational sustainability (OS) in a developing country's manufacturing industry. A self-administered questionnaire was used to collect data, followed by structural equation modeling. The results suggest that TQM has a positive influence on OS, with knowledge management serving as a partial mediator. This study sheds light on how Pakistan's manufacturing industry management promotes organizational sustainability in a circular economy.	Empirical
21	(schmitt, 2018)	"Sustainability"	"DSR" project seeks to create a personal knowledge management (pkm) system to address information overload and digital tool deficiencies, while employing svidt methodology to ensure long-term communication efficacy.	Review
22	(menaouer et al., 2022)	"Indonesian journal of sustainability accounting and management"	The study examines how knowledge management and business intelligence systems affect sustainable performance in Algeria's tourist industry. The study discovered a favourable correlation between knowledge management procedures and sustainability performance. Business intelligence components also improve sustainability performance.	Empirical
23	(bernat et al., 2023)	"Sustainability"	The study looks at the relationship between stakeholder involvement and knowledge management in project management, and finds that both elements considerably improve sustainable practices regardless of project type.	Empirical
24	(karamat et al., 2019)	"International journal of environmental research and public health"	The study identified 19 drivers of knowledge management adoption in Pakistani hospitals, which are classified into ten categories based on their driving-dependent capabilities, with created competitive advantage serving as the basis.	Empirical
25	(bernat, qualharini, castro, et al., 2023)	"Sustainability"	A research conducted by Portuguese-speaking project management specialists found that virtual teams retain stakeholder involvement, knowledge exchange, and sustainability in project management, giving useful insights for improving performance in virtual work settings.	Empirical
26	(gupta & bhattacharya, 2016)	"Journal of information & knowledge management"	A research conducted by Portuguese-speaking project management specialists demonstrates that virtual teams retain stakeholder involvement, knowledge exchange, and sustainability in project management, giving useful insights for improving performance in virtual work settings.	Empirical
27	(Aboelmaged et al., 2023)	Benchmarking-an international journal	The paper has been edited to add Mohamed Battour and Ifzal Ahmad's true affiliations, which are the College of Business Administration at A'Sharqiyah University in Ibra, Oman, and the Faculty of Commerce at Tanta University in Egypt, respectively. The authors regret for the error and appreciate the importance of correct credit.	Literature review
28	(al-rahmi et al., 2019)	Benchmarking-an international journal	The study investigates sustainability in education through big data adoption and knowledge management sharing, demonstrating that perceived utility, simplicity of use, risk, and behavioural intention all have a substantial impact on adoption, while age, culture, and motivators have an impact on knowledge sharing.	Empirical
29	(tajpour et al.,	"Sustainability"	A Research delves into the function of (KM) in	Empirical

	2022)		promoting sustainability in technology-driven enterprises in developing markets, emphasizing its significance in encouraging dynamic development	
			and sustainability.	
30	(Jovanović et al., 2023)	Sustainability	The mining business challenges environmental damage, necessitating long-term strategies for lucrative, environmentally sound, and socially acceptable exploitation. Knowledge management and merging knowledge sources are critical for green innovation, according to a Serbian research.	Empirical
31	(martínez- navalón et al., 2023)	"Journal of knowledge management"	The study looks at the relationship between digital knowledge management, employee technostress, and organizational sustainability, and it discovers a direct positive correlation. It validates this association without gender differences, making it the first to assess both elements.	Empirical
32	(kaiser et al., 2016)	"Applied environmental education and communication"	This article presents a conceptual architecture for information and (KMS) in sustainability research initiatives, focusing on social networks for mutual exchange and learning. It proposes integrated information and knowledge management for collaborative knowledge development.	Literature Review
33	(ruhanen, 2008)	"Current issues in tourism"	According to a study looking at how academic knowledge about sustainability is transferred to tourism public sector practice in Queensland, Australia, there is a knowledge gap in the tourism industry that needs to be filled. The investigation discovered that the vast amount of knowledge on the issue has not been adequately transferred to the destination level.	Empirical
34	(cheng et al., 2023)	Journal of cleaner production	The study investigates how business intelligence and big data analytics skills affect sustainability performance in manufacturing companies. It finds that while green knowledge management has no effect on sustainability performance, business intelligence does.	Empirical
35	(roxas & chadee, 2016)	"Knowledge management research and practice"	This Paper Presents a survey of 241 smes in the Philippines, the report emphasizes the value of knowledge management in encouraging environmentally friendly business practices among smes in developing nations.	Empirical
36	(martins et al., 2019)	"Journal of cleaner production"	The paper evaluates the literature on knowledge management for sustainability, pointing out research gaps and suggesting areas of interest for future studies in productive systems, small and medium-sized businesses, and academic institutions.	Literature review
37	(garba et al., 2022)	Journal of social economics research	The study examines how financial inclusion affects risk knowledge management, insurance literacy, inclination for taking risks, and economic sustainability in small and medium-sized enterprises in Nigeria. It finds that financial inclusion moderates these interactions, especially in the ABC group.	Empirical
38	(chaurasia et al., 2020)	Journal of knowledge management	Organizations must adapt their interventions to knowledge management systems, openness, and structure to foster shared values for open innovation, involving partners, stakeholders, and active collaboration, thereby enhancing sustainability.	Bibliometric Analysis
39	(xinan jiaotong daxue xuebao,2023)	"Journal of southwest jiaotong university"	This article represents the significance of integrating human sustainability and human capital into the development of green innovation.	Empirical

40	(alqershi et al., 2023)	Journal of innovation and knowledge	Career Sustainability (CS), Human Capital (HC), and Knowledge Management (KM) are examined in connection to one another at Malaysian public universities. The study concludes that KM aspects have a major influence on CS.	Empirical
41	(gloet, 2006)	"Management research news"	In order to improve sustainable leadership and management skills in commercial, environmental, and social justice contexts, this study investigates the relationship between knowledge management and human resource management.	Conceptual
42	(alketbi & ahmad, 2023)	"International journal of organizational analysis"	While the study did not provide compelling evidence of a positive relationship, it does enhance productivity and community well-being by investigating the impacts of CSR, green innovation, and knowledge management on sustainable practices in UAE manufacturing businesses.	Empirical
43	(demir et al., 2021)	"Knowledge management research and practice"	"Weak document storage capacities impede knowledge development, according to a study that examines the influence of knowledge management on organizational sustainability in ISO 9001-certified and non-certified businesses in the Kurdistan Region".	Empirical
44	(klingenberg & rothberg, 2020)	"Electronic journal of knowledge management"	Making the shift to sustainable business models and lifestyles is mandated by the "UN's 2030 Agenda for Sustainable Development (sdgs)". Because of inadequate knowledge management and a lack of understanding, progress has been slow. A proposed method for acquiring information about sustainability involves three steps.	Review
45	(arduini et al., 2023)	"Journal of knowledge management"	This study examines the relationship between sustainability and (KM) in corporate culture and reputation, with a focus on the top 40 Italian corporations. The findings indicate higher reputational advantages, economic value, and long- term value generation while enhancing stakeholder wealth.	Bibliometric analysis
46	(da silva et al., 2023)	International journal of operations and production management	The study found that customer selection is critical for sustainability knowledge learning in a global coffee supplier's supply chain. It implies that shared knowledge is acquired through various learning cycles, which promotes sustainability.	Case study
47	(liu & dong, 2021)	"International journal of contemporary hospitality management"	This Article examines the influence of blockchain technology on service improvement in tourism and hospitality operations, highlighting the relationship between knowledge management, sustainability marketing, and consumer interest, and offering practical implications.	Empirical
48	(manab & aziz, 2019)	"Management science letters"	"The study investigates the impact of knowledge management on the link between organizational resilience and firm survival in Malaysian publicly traded companies, emphasizing the relevance of effective risk management techniques".	Empirical
49	(Budur et al., 2024)	Journal of the Knowledge Economy	The results of this study potentially expand the understanding of the knowledge management processes and their effects on the sustainable development of universities in developing countries	Empirical
50	(Abdulmuhsi n et al., 2024)	Asia-Pacific Journal of Business Administration.	The study reveals that PGI, KM procedures, and AI significantly impact oil and gas companies. Sustainability and trust are key moderators, influencing the linkages between AI, KM, and PGI.	Empirical

How to Cite: Poorna Chandra N and Subashini R. A PRISMA-Based Systematic Literature Review on The Relationship Between Knowledge Management and Organizational Sustainability." *Journal of Marketing & Social Research*, vol. 2, no. 2, 2025, pp. 703–716.

				1
			The benefits of AI and KM on green innovation are	
			boosted by trust and sustainability commitments.	
51	(Georgakello s et al., 2024)	Sustainability	Knowledge management processes enhance innovation and contribute to a firm's ESG objectives. They optimize resource use, promote workforce diversity, enhance community relations, and assure corporate governance best practices. Integrating knowledge management supports operational targets and broader sustainability objectives.	Empirical
52	(Jones et al., 2024)	Knowledge Management Research & Practice	Indigenous knowledge management favorably affected food security in this environment. Integrating Indigenous knowledge with contemporary farming methods might boost productivity and sustainability	Empirical
53	(Nasir et al., 2024)	VINE Journal of Information and Knowledge Management Systems	The research demonstrates the considerable influence of knowledge management on performance via green practices, proposing that businesses must assure sustainable performance through knowledge development, acquisition, sharing, and application.	Empirical

This study recommends that knowledge management is key to achieving sustainability in most industries and is measured based on the aspect of financial feasibility. Differences in applying knowledge management by local and foreign enterprises within Serbia are described, as well as the issues of a Fortune 150 company using green management practices with the model of distributed knowledge management. The paper also underlines the positive linkage between knowledge management, sustainability, and innovation in different sectors of the economy, including healthcare, tourism, construction, and knowledge-based leadership. In Pakistan, TQM techniques help to achieve CS objectives; however, in Jordan, green KM and sustainability are positively linked. In China, a knowledge graph reveals changes in eating habits and more meat consumption. Innovative ideas include multi-agent networks for collaborative knowledge management in industrial sustainability as well as personal knowledge management systems that help overcome information overload and inadequacies of digital tools. In addition, the project studies big data adoption and knowledge sharing in sustainability, education for financial inclusion implications on risk KM, insurance literacy, risk-taking inclination, and economic sustainability in SME

CONCLUSION AND FINDINGS

In conclusion, the majority of study findings underline the crucial role knowledge management plays in promoting environmentally friendly business practices. Effective knowledge management has been linked to favorable sustainability outcomes, spanning from financial performance to environmental issues, in SMEs, manufacturing businesses, and IT organizations. Numerous studies have shown that knowledge management contributes to organizational sustainability by acting as a mediator in the relationship between several factors, such as IT capability, stakeholder participation, and total quality management (TQM). This highlights the need to integrate knowledge management into overarching organizational plans. The findings highlight applications unique to the sector, including green knowledge management in tourism,

sustainable construction management, and tools for creating sustainable products. According to this research, attaining sustainable goals requires tailoring knowledge management techniques to the unique requirements and issues of many businesses.

RQ5: What are the research prospects surrounding knowledge management in the context of sustainability and organizational sustainability?

The present emphasis is on research that is connected to the integration of knowledge management and communication approaches with Sustainable Development Goals to better make sustainability programs successful across sectors (Russ. 2021). Current research focuses on KM to promote sustainable entrepreneurship, ensuring there is a balance between the social, environmental, and economic goals to effect the creation of successful and responsible company models (Alkathiri et al., 2024). The current research analyzes how KM procedures may affect organizational learning and sustainability, therefore the possibility of boosting flexibility along with long-term sustainability owing to enhanced learning and knowledge practice (S and J, 2021). The scope focuses on the effect of newly developing technologies like AI, IoT, and blockchain on knowledge management techniques since there has been an attempt toward improved and creative ways to achieve sustainable development (Russ, 2021). The present focus is on the scopes and influence of enhancing sustainability practices through using knowledge management (KM) methods in sectors such as production, of health, education, and the agricultural sector, which will address challenges or opportunities specific to their business (Smuts and Van Der Merwe, 2022).

REFERENCES

1. Abbas, J. (2020) 'Impact of total quality management on corporate sustainability through the mediating effect of knowledge management,' *Journal of Cleaner Production*, 244, p. 118806. https://doi.org/10.1016/j.jclepro.2019.118806.

- Abdulmuhsin, A.A. *et al.* (2024) 'Impact of artificial intelligence and knowledge management on proactive green innovation: the moderating role of trust and sustainability,' *Asia-Pacific Journal of Business Administration* [Preprint]. https://doi.org/10.1108/apjba-05-2024-0301.
- Aboelmaged, M.G. *et al.* (2023) 'Unveiling the path to sustainability: two decades of knowledge management in sustainable supply chain a scientometric analysis and visualization journey,' *Benchmarking: An International Journal* [Preprint]. https://doi.org/10.1108/bij-02-2023-0104.
- 4. Akram, M.S. *et al.* (2018) 'Organizational Performance and Sustainability: Exploring the roles of IT capabilities and knowledge management capabilities,' *Sustainability*, 10(10), p. 3816. https://doi.org/10.3390/su10103816.
- Alboliteeh, M. et al. (2022) 'Knowledge Management and Sustainability Performance of Hospital Organisations: The Healthcare Managers' Perspective,' Sustainability, 15(1), p. 203. https://doi.org/10.3390/su15010203.
- Al-Faouri, A.H. (2023) 'Green knowledge management and technology for organizational sustainability: The mediating role of knowledgebased leadership,' *Cogent Business & Management*, 10(3). https://doi.org/10.1080/23311975.2023.2262694.
- Alkathiri, N.A. *et al.* (2024) 'Knowledge management and sustainable entrepreneurship: a bibliometric overview and research agenda,' *Journal of Innovation and Entrepreneurship*, 13(1). https://doi.org/10.1186/s13731-024-00387-3.
- Alketbi, M.S. and Ahmad, S.Z. (2023) 'Corporate social responsibility and sustainability practices: mediating effect of green innovation and moderating effect of knowledge management in the manufacturing sector,' *The International Journal of Organizational Analysis* [Preprint]. https://doi.org/10.1108/ijoa-02-2023-3627.
- 9. AlQershi, N. *et al.* (2023) 'The threat of robots to career sustainability, and the pivotal role of knowledge management and human capital,' *Journal of Innovation & Knowledge*, 8(3), p. 100386.

https://doi.org/10.1016/j.jik.2023.100386.

- Al-Rahmi, W.M. *et al.* (2019) 'Big Data adoption and Knowledge Management Sharing: An empirical investigation on their adoption and sustainability as a purpose of education,' *IEEE Access*, 7, pp. 47245–47258. https://doi.org/10.1109/access.2019.2906668.
- 11. Amjad, F. *et al.* (2021) 'Effect of green human resource management practices on organizational sustainability: the mediating role of environmental and employee performance,' *Environmental Science and Pollution Research* [Preprint]. https://doi.org/10.1007/s11356-020-11307-9.

- 12. Arduini, S., Manzo, M. and Beck, T. (2023) 'Corporate reputation and culture: the link between knowledge management and sustainability,' *Journal of Knowledge Management* [Preprint]. https://doi.org/10.1108/jkm-02-2023-0139.
- 13. Bernat, G.B. *et al.* (2023) 'Sustainability in Project Management and Project Success with Virtual Teams: A Quantitative Analysis Considering Stakeholder Engagement and Knowledge Management,' *Sustainability*, 15(12), p. 9834. https://doi.org/10.3390/su15129834.
- 14. Bernat, G.B., Qualharini, E.L. and Castro, M.S. (2023) 'Enhancing sustainability in project management: The role of stakeholder engagement and knowledge management in virtual team environments,' *Sustainability*, 15(6), p. 4896. https://doi.org/10.3390/su15064896.
- 15. Budur, T. *et al.* (2024) 'The connection between knowledge management processes and sustainability at higher education institutions,' *Journal of the Knowledge Economy* [Preprint]. https://doi.org/10.1007/s13132-023-01664-4.
- Chaurasia, S.S. *et al.* (2020) 'Open innovation for sustainability through creating shared value-role of knowledge management system, openness and organizational structure,' *Journal of Knowledge Management*, 24(10), pp. 2491–2511. https://doi.org/10.1108/jkm-04-2020-0319.
- Cheng, J. *et al.* (2023) 'The impact of business intelligence, big data analytics capability, and green knowledge management on sustainability performance,' *Journal of Cleaner Production*, 429, p. 139410. https://doi.org/10.1016/j.jclepro.2023.139410.
- Chiabrishvili, M. and Zaim, H. (2018) 'The role of knowledge management for long-term sustainability in Kuwait companies,' *Middle East Journal of Management*, 5(4), p. 340. https://doi.org/10.1504/mejm.2018.095586.
- Chopra, M. *et al.* (2021) 'Past, present, and future of knowledge management for business sustainability,' *Journal of Cleaner Production*, 328, p. 129592. https://doi.org/10.1016/j.jclepro.2021.129592.
- Chowdhury, P. and Paul, S.K. (2020) 'Applications of MCDM methods in research on corporate sustainability,' *Management of Environmental Quality an International Journal*, 31(2), pp. 385–405. https://doi.org/10.1108/meq-12-2019-0284.
- Da Silva, M.E., Pereira, M.M.O. and Boffelli, A. (2023) 'Bridging sustainability knowledge management and supply chain learning: evidence through buyer selection,' *International Journal of Operations & Production Management*, 43(6), pp. 947–983. https://doi.org/10.1108/ijopm-01-2022-0047.
- 22. Danish, M.S., Sharma, R. and Dhanora, M. (2020) 'Impact of patent quality on firm performance: A case of Indian pharmaceutical industry,'

International Journal of Innovation and Technology Management, 17(07). https://doi.org/10.1142/s0219877020500546.

- Demir, A. *et al.* (2021) 'Links between knowledge management and organisational sustainability: does the ISO 9001 certification have an effect?,' *Knowledge Management Research & Practice*, 21(1), pp. 183–196. https://doi.org/10.1080/14778238.2020.1860663.
- 24. Garba, M. *et al.* (2022) 'Insurance Literacy, Risk Knowledge Management, Risk-Taking Propensity and Economic Sustainability among SMEs: The Moderating Effect of Financial Inclusion,' *Journal of Social Economics Research*, 9(2), pp. 92–110. https://doi.org/10.18488/35.v9i2.3120.
- 25. Gauthier, J. and Zhang, Z. (2020) 'Green knowledge management and strategic renewal: a discursive perspective on corporate sustainability,' *International Journal of Productivity and Performance Management*, 69(8), pp. 1797–1811. https://doi.org/10.1108/ijppm-10-2019-0489.
- 26. Georgakellos, D.A., Agoraki, K.K. and Fousteris, A.E. (2024) 'Pioneering Sustainability: Insights from the Integrative Role of Knowledge Management Processes and Technological Innovation,' *Sustainability*, 16(10), p. 4296. https://doi.org/10.3390/su16104296.
- 27. Gloet, M. (2006) 'Knowledge management and the links to HRM,' *Management Research News*, 29(7), pp. 402–413. https://doi.org/10.1108/01409170610690862.
- 28. 'Guidance on a harmonised framework for pest risk assessment and the identification and evaluation of pest risk management options by EFSA' (2010) *EFSA Journal*, 8(2). https://doi.org/10.2903/j.efsa.2010.1495.
- Gupta, P. and Bhattacharya, S. (2016) 'Impact of Knowledge Management Processes for Sustainability of Small Family Businesses: Evidences from the Brassware Sector of Moradabad (India),' *Journal of Information & Knowledge Management*, 15(04), p. 1650040. https://doi.org/10.1142/s0219649216500404.
- Hossain, M.B. *et al.* (2022) 'Exploring the mediating role of knowledge management practices to corporate sustainability,' *Journal of Cleaner Production*, 374, p. 133869. https://doi.org/10.1016/j.jclepro.2022.133869.
- 31. 'IMPACT OF HUMAN SUSTAINABILITY AND KNOWLEDGE MANAGEMENT ON GREEN INNOVATION: THE MEDIATING ROLE OF HUMAN CAPITAL IN SUDAN' (2023) Xinan Jiaotong Daxue Xuebao, 58(3). https://doi.org/10.35741/issn.0258-2724.58.3.73.
- 32. Jiménez, S.O. *et al.* (2021) 'Knowledge management in relation to innovation and its effect on the sustainability of Mexican tourism companies,' *Sustainability*, 13(24), p. 13790. https://doi.org/10.3390/su132413790.
- 33. Jones, E.O. *et al.* (2024) 'Indigenous knowledge management: a catalyst for food security among

Ghanaian yam farmers during COVID-19,' *Knowledge Management Research & Practice*, pp. 1–13.

https://doi.org/10.1080/14778238.2024.2406872.

- 34. Jovanović, V., Stanković, S. and Krstić, V. (2023) 'Environmental, Social and Economic Sustainability in Mining Companies as a Result of the Interaction between Knowledge Management and Green Innovation—The SEM Approach,' *Sustainability*, 15(16), p. 12122. https://doi.org/10.3390/su151612122.
- 35. Kaiser, D., Köhler, T. and Weith, T. (2016) 'Knowledge management in sustainability research projects: Concepts, effective models, and examples in a multi-stakeholder environment,' *Applied Environmental Education & Communication*, 15(1), pp. 4–17. https://doi.org/10.1080/1533015x.2016.1141720.
- Karamat, J. *et al.* (2019) 'Promoting healthcare sustainability in developing countries: Analysis of knowledge management drivers in public and private hospitals of Pakistan,' *International Journal of Environmental Research and Public Health*, 16(3), p. 508. https://doi.org/10.3390/ijerph16030508.
- Kavalić, M. *et al.* (2021) [']Influencing factors on knowledge management for organizational sustainability,' *Sustainability*, 13(3), p. 1497. https://doi.org/10.3390/su13031497.
- Klingenberg, B. and Rothberg, H.N. (2020) 'The Status quo of Knowledge Management and Sustainability Knowledge,' *Electronic Journal of Knowledge Management*, 18(2). https://doi.org/10.34190/ejkm.18.02.004.
- Lam, L. *et al.* (2021) 'The Relation among Organizational Culture, Knowledge Management, and Innovation Capability: Its Implication for Open Innovation,' *Journal of Open Innovation Technology Market and Complexity*, 7(1), p. 66. https://doi.org/10.3390/joitmc7010066.
- 40. Liu, C.H.S. and Dong, T.P. (2021) 'Discovering the relationship among knowledge management, sustainability marketing and service improvement: the moderating role of consumer interest,' *International Journal of Contemporary Hospitality Management*, 33(8), pp. 2799–2816. https://doi.org/10.1108/ijchm-12-2020-1468.
- 41. Lopes, C.M. *et al.* (2017) 'An analysis of the interplay between organizational sustainability, knowledge management, and open innovation,' *Journal of Cleaner Production*, 142, pp. 476–488. https://doi.org/10.1016/j.jclepro.2016.10.083.
- López–Morales, V. et al. (2015) 'MKMSIS: a Multi-agent Knowledge Management system for industrial sustainability,' in *Studies in computational intelligence*, pp. 195–213. https://doi.org/10.1007/978-3-319-19833-0_9.
- 43. López-Torres, G.C. *et al.* (2019) 'Knowledge management for sustainability in operations,' *Production Planning & Control*, 30(10–12), pp.

813-826.

https://doi.org/10.1080/09537287.2019.1582091.

- 44. Mämmelä, J., Juuti, T. and Julkunen, P. (2019) 'Technology Valuation Method for supporting knowledge management in technology decisions to gain sustainability,' *Sustainability*, 11(12), p. 3410. https://doi.org/10.3390/su11123410.
- 45. Manab, N.A. and Aziz, N.A.A. (2019) 'Integrating knowledge management in sustainability risk management practices for company survival,' *Management Science Letters*, pp. 585–594. https://doi.org/10.5267/j.msl.2019.1.004.
- 46. Martínez-Navalón, J.G. *et al.* (2023) 'Exploring the impact of digital knowledge management on technostress and sustainability,' *Journal of Knowledge Management*, 27(8), pp. 2194–2216. https://doi.org/10.1108/jkm-07-2022-0544.
- 47. Martins, V.W.B. *et al.* (2019) 'Knowledge management in the context of sustainability: Literature review and opportunities for future research,' *Journal of Cleaner Production*, 229, pp. 489–500.

https://doi.org/10.1016/j.jclepro.2019.04.354.

- Menaouer, B., Mohammed, S. and Matta, N. (2022) 'The impact of business intelligence and knowledge management on sustainability performance in the tourism industry in Algeria,' *Indonesian Journal of Sustainability Accounting and Management*, 6(1). https://doi.org/10.28992/ijsam.v6i1.550.
- 49. Nasir, A. et al. (2024) 'The impact of knowledge management on sustainable performance with mediation effect of green innovation in Malaysian SMEs,' VINE Journal of Information and Knowledge Management Systems [Preprint]. https://doi.org/10.1108/vjikms-02-2024-0066.
- Nilashi, M. *et al.* (2019) 'Measuring sustainability through ecological sustainability and human sustainability: A machine learning approach,' *Journal of Cleaner Production*, 240, p. 118162. https://doi.org/10.1016/j.jclepro.2019.118162.
- Paoloni, M. *et al.* (2020) 'Knowledge management, intellectual capital and entrepreneurship: a structured literature review,' *Journal of Knowledge Management*, 24(8), pp. 1797–1818. https://doi.org/10.1108/jkm-01-2020-0052.
- 52. Roxas, B. and Chadee, D. (2016) 'Knowledge management view of environmental sustainability in manufacturing SMEs in the Philippines,' *Knowledge Management Research & Practice*, 14(4), pp. 514–524. https://doi.org/10.1057/kmrp.2015.30.
- Ruhanen, L. (2008) 'Progressing the Sustainability Debate: A Knowledge Management Approach to Sustainable Tourism Planning,' *Current Issues in Tourism*, 11(5), pp. 429–455. https://doi.org/10.1080/13683500802316030.
- 54. Russ, M. (2021) 'Knowledge Management for Sustainable development in the era of continuously accelerating technological

revolutions: a Framework and models,' *Sustainability*, 13(6), p. 3353. https://doi.org/10.3390/su13063353.

- 55. S, L.P. and J, D.L. (2021) The Impact of knowledge management on Organizational Sustainability: Mediating role of Organizational Learning culture, Turkish Online Journal of Qualitative Inquiry (TOJQI). journal-article, pp. 09–23.
- 56. Schmitt, U. (2018) 'Rationalizing a personalized conceptualization for the digital transition and sustainability of knowledge management using the SVIDT method,' *Sustainability*, 10(3), p. 839. https://doi.org/10.3390/su10030839.
- 57. Smuts, H. and Van Der Merwe, A. (2022) 'Knowledge Management in Society 5.0: A Sustainability Perspective,' *Sustainability*, 14(11), p. 6878. https://doi.org/10.3390/su14116878.
- 58. Spangler, W.E. *et al.* (2014) 'Sustainability-Focused knowledge management in a global enterprise,' *Journal of Computer Information Systems*, 55(1), pp. 70–82. https://doi.org/10.1080/08874417.2014.1164574 2.
- 'Sustainability as a driver for Corporate Economic success: Consequences for the development of Sustainability Management Control' (2009) Society and Economy, Vol. 33 No, 15–28.
- 60. Tajpour, M. *et al.* (2022) 'The effect of knowledge management on the sustainability of Technology-Driven businesses in emerging markets: The mediating role of social media,' *Sustainability*, 14(14), p. 8602. https://doi.org/10.3390/su14148602.
- Trotta, M.G. (2010) 'Product Lifecycle Management: Sustainability and knowledge management as keys in a complex system of product development,' *Journal of Industrial Engineering and Management*, 3(2). https://doi.org/10.3926/jiem.2010.v3n2.p309-322.
- 62. Ugwu, O.O. (2005) *A SERVICE-ORIENTED FRAMEWORK FOR SUSTAINABILITY APPRAISAL AND KNOWLEDGE MANAGEMENT*. https://www.itcon.org/2005/17.
- 63. Upadhyay, P. and Kundu, A. (2019) 'Linkage between business sustainability and tacit knowledge management in MSMEs,' *VINE Journal of Information and Knowledge Management Systems*, 50(3), pp. 477–494. https://doi.org/10.1108/vjikms-08-2019-0133.
- 64. Yang, C.C.R. *et al.* (2018) 'Knowledge Management in Healthcare Sustainability: A smart healthy diet assistant in traditional Chinese medicine culture,' *Sustainability*, 10(11), p. 4197. https://doi.org/10.3390/su10114197.
- 65. Zhang, B. *et al.* (2021) 'Unleashing the importance of TQM and knowledge management for organizational sustainability in the age of circular economy,' *Sustainability*, 13(20), p. 11514. https://doi.org/10.3390/su132011514.