



## Invitation to Participate in a Qualitative Research Interview

I am writing to invite you to participate in a qualitative research interview as part of an academic study exploring the role of sustainability reporting and its impact on the overall performance of organisations. The intended respondents are sustainability and environmental managers, as well as those managers who engage in any capacity with sustainability initiatives.

This study aims to gain in-depth insights into how organisations approach sustainability reporting, the frameworks they adopt, and how these practices influence both financial and non-financial performance outcomes. Your expertise and experience in this area would provide valuable perspectives that can contribute significantly to the understanding of sustainability practices in contemporary organisational contexts.

The interview will be semi-structured, allowing for a flexible and open discussion, and is expected to last approximately 45–60 minutes. With your consent, the conversation will be recorded solely for transcription and analysis purposes, and all data will be treated with strict confidentiality in accordance with ethical research standards and GDPR.

Your participation would be greatly appreciated and would contribute to advancing academic knowledge and practical understanding in the field of corporate sustainability.

If you are willing to participate or have any questions, please do not hesitate to contact me using the details below. I would be happy to provide further details and arrange a convenient time for the interview.

Thank you for considering this invitation. I look forward to the possibility of your valuable contribution to this research. Below are the potential questions.

- Understanding Sustainability Reporting Practices
- Strategic Motivation and Integration
- Perceived Benefits and Challenges
- Financial Performance Linkages
- Stakeholder Perception and Market Impact
- Future Outlook and Improvements

**Kind Regards**

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