

**EVALUATION OF BANKS' AND CUSTOMERS' PERCEPTION
TOWARDS THE ADOPTION OF SUSTAINABLE BANKING
PRACTICES IN THE SELECT INDIAN
COMMERCIAL BANKS**

Thesis submitted in partial fulfilment of the Degree of
DOCTOR OF PHILOSOPHY IN COMMERCE

By

SINA E.S.

(Reg.No.20PHCOF006)

Supervisor

DR. D. VENNILA

Department of Commerce

Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641 043

DECEMBER-2025

80_RECOMMENDATION

In future studies, other stakeholders, levels of management and public policy analysts can be included. Different regions/countries/industries can be considered. A cross-country comparison would help show how different regulations and cultural contexts affect sustainability integration. Further studies can help to develop and assess the model by adding institutional pressures, regulatory framework and stakeholders' expectations, trust or ethical motivations as moderating and controlling variables.