

**MANAGEMENT OF SUSTAINABLE BUSINESS DEVELOPMENT
(УПРАВЛІННЯ СТАЛИМ РОЗВИТКОМ БІЗНЕСУ)**

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Розглянуто ключові аспекти концепції управління сталим розвитком в контексті економіки та бізнесу. Сталий розвиток визначається як задоволення потреб сучасного суспільства, не ставлячи під загрозу здатність майбутніх поколінь задовольняти свої потреби. Проаналізовано механізми забезпечення сталого розвитку, включаючи соціальні, економічні та екологічні аспекти, а також роль менеджменту та використання інформаційних технологій.

Ключові слова: *сталий розвиток, управління, економіка, менеджмент, екологія.*

The key aspects of the concept of sustainable development management in the context of economics and business are considered. Sustainable development is defined as meeting the needs of modern society without jeopardizing the ability of future generations to meet their needs. The mechanisms for ensuring sustainable development, including social, economic and environmental aspects, as well as the role of management and the use of information technology, are analyzed.

Key words: *sustainable development, management, economy, management, ecology.*

The integration of sustainable development principles into management practices is crucial for ensuring long-term success in business. By considering the social, economic, and environmental impacts of business decisions, companies can contribute to a more sustainable future for all. The use of information technology plays a key role in tracking and managing these impacts, allowing for more informed and responsible decision-making. As the global economy continues to grow, it is essential that businesses prioritize sustainable development in order to create a more equitable and prosperous world for generations to come.

Managing sustainability means considering the environmental, social and economic impacts of decision-making. This includes balancing short-term financial goals with long-term sustainability goals, ethical labor practices, efficient use of resources, and community engagement.

Each of these three components has its own importance:

— Environmental sustainability focuses on minimizing negative impacts on the natural world and preserving resources for future generations;

— Social responsibility emphasizes the well-being of employees, communities, and stakeholders. Companies prioritizing social aspects contribute positively to society and foster ethical business practices;

— Economic prosperity in sustainable management is about creating long-term value while fostering equitable growth[1].

These three components work together to create a holistic approach to sustainability that considers the environmental, social, and economic impacts of business practices. By incorporating all three aspects into their operations, companies can create a more sustainable and resilient business model that benefits both the organization and the broader community. In doing so, they can also build trust with consumers, investors, and other stakeholders who increasingly value sustainability in their decision-making processes. Ultimately, sustainable management is not just about minimizing negative impacts, but about actively creating positive change for a more prosperous and equitable future.

One way companies demonstrate their commitment to sustainability is by setting specific goals and targets to measure their progress. By holding themselves accountable to their goals, companies can track their impact and take meaningful steps toward a more sustainable future. In addition, transparent reporting on their progress can build credibility and trust with stakeholders by

demonstrating their commitment to making a positive difference in the world. A continuous commitment to sustainability not only benefits the environment and society, but can also lead to the long-term success and sustainability of an organization. Effective sustainability management can help attain the following objectives:

- Management of the global economy;
- Securing a sustainable future;
- Ensuring long-term growth[2].

Management of the global economy involves implementing strategies that minimize negative impacts on the environment while supporting economic growth. By implementing sustainable practices, companies can contribute to a more stable and sustainable global economy. This can lead to increased resilience in the face of economic challenges and help create a more equitable distribution of resources for all.

Securing a sustainable future involves a collective effort from businesses, governments, and individuals to prioritize environmental stewardship and responsible resource management. By focusing on sustainable practices, companies can not only reduce their carbon footprint and minimize waste but also foster innovation and drive economic development. Ultimately, securing a sustainable future is essential for creating a world where future generations can thrive and prosper. It requires a commitment to long-term thinking and responsible decision-making to ensure a healthy and vibrant planet for years to come.

Ensuring long-term growth and prosperity for all requires a shift in mindset towards sustainable practices, where the well-being of the planet is prioritized alongside economic goals. Collaboration between stakeholders is crucial in driving systemic change and promoting a culture of sustainability in all aspects of society. By taking collective action now, we can pave the way for a flourishing future that benefits both people and the planet.

By setting specific goals and targets, companies are able to track their progress towards these objectives and hold themselves accountable for their impact on the environment and society. This proactive approach not only benefits the company itself, but also sets a positive example for others in the industry to follow. Through effective sustainability management, businesses can play a key role in shaping a more sustainable and equitable future for all.

Sustainable management is not merely a buzzword but a fundamental approach to doing business responsibly in a rapidly changing world. By integrating environmental stewardship, social responsibility, and economic viability, organizations can achieve long-term success while contributing to a sustainable future[3].

By prioritizing sustainability, businesses can reduce their environmental impact, improve their reputation, and attract environmentally conscious consumers. This can also lead to cost savings through more efficient resource use and waste reduction. Ultimately, businesses that embrace sustainable management practices are better positioned to thrive in a world where consumers, investors, and regulators increasingly demand corporate responsibility. By leading by example, companies can inspire others to follow suit and create a more sustainable and equitable world for future generations.

Література

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