

# Sustainable developments in management

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## Abstract

The present study provides, sustainable development in the business management process. This can be dealt with outmost care as it forms one of the foundation steps in the running organization. If there is no sustainable process, there will be weak structuring and functioning of organization. Hence based on which the present study is designed to provide brief concept on sustainable developments in the management system

## Keywords

Management, Sustainable,  
Development, Business

## 1. Introduction

Sustainable development as per that of management is ensuring that the aforementioned system is sustained in ways so that the future generations may be able to be using the same. Sustainable management can also mean that the local people have not been deprived and the guarantee that management will be friendly for the environment [1-5]. On the other hand, an SMS or a sustainability management system is the systemic approach which can provide a guideline for a company to be able to improve their sustainability, management and evaluation by the optimisation of the use of resources. This had been developed as the prerequisite for that of the success for the being on the roadmap for sustainable development.

## 2. Discussion

The system of SMS as proposed will not be addressing the management of the environment, quality or HSE in an independent way however they will be handling sustainable management of resources as that of a package. In addition to the same, the conditions of the baseline have been used and measured within that of the sustainability of the strategic resources phase of planning in order to be determining strategies of resource sustainability, the setting of SMART strategic objectives and goals, designing of tools for performance measures or support, the establishment of action plans and strategic initiatives [4]. The system of the management is, therefore, being used for the implementation of actions which are appropriate in correspondence to that of the objectives and goals of that of the SMS. The ultimate step of that of the roadmap is the analysis of the performance so as to be able to measure the alignment with the objectives and goals of industrial ecology being set previously. Sustainable development as a concept is receiving the recognition that is ever-growing however it could also be turning out to be a novel concept for many of the executives of the business. Most of the times, the concept is taken to be theoretical, abstract and vague.

Protection of the capital base of a company is a principle that is very well-accepted. The organisations, however, do not usually recognise a possibility in regards to the extension of the notion to that of the human and natural resources of the world [3]. If sustainability in the development can be seen as being achieving its true potential, they can be integrated within that of the measurement and planning systems within that of enterprises of business. This can only be happening if the concept has been articulated in terms which are familiar to the leaders of businesses [6]. One of the suggested definitions of sustainable development is that of the adopting of strategies of businesses along with activities which may be meeting the enterprise needs along with that of the needs of today's stakeholders while it is enhancing, sustaining and protecting the natural and human resources

being needed for the future. This kind of a definition can be capturing the spirit of this concept which had previously and originally been proposed by that of the World Commission on Environment and Development which is able to recognise the fact that the development with relation to the economy should be meeting the business needs of that of the stakeholders and the enterprise.

The stakeholders include the communities affected by the business activities of the company, suppliers, employees, customers, lenders etc. They also highlight the fact that a business is highly dependent on that of natural and business resources along with that of financial and physical capital [7]. They can also be emphasising that activities that are economy-related should not be destroying or degrading human and natural resources irreparably. The definition is being intended to be helping directors of the business to be applying the concept in relation to that of sustainable development for their own firms or associations. It can be extremely important for the emphasis to be laid on that of sustainable development which cannot be attained by that of a single association or a whole business community as a separate entity. The development which is sustainable is a philosophy that is pervasive that is all participants within that of the global economy which includes the government and consumers have to be subscribing to the same [8]. This has to be done so that the current needs are being met without any compromise on the ability of the future generations being able to meet their needs. It is now turned into a cliché that the problems of the environment are substantial along with economic growth contributing to the same.

The commonest of the responses is that of environmental regulations which are more constricted inhibiting growth potential of companies. This result may be that of a trade-off between that of an environment that is healthy along with the potential for that of healthy growth [2]. The consequences include the opportunities of businesses being restricted and restrained. There are however different kinds of development which are both socially and environmentally sustainable [9]. They can be leading to that of environment that is improved instead of a compromising trade-off along with the development prospects which will not be able to harm the environmental capital. Sustainable development of business management is all about changes which are revolutionary and can bring about a change in the approach of such issues [10]. Societies along with that of businesses may be able to find an approach which caters to the moving towards 3 primary goals such as economic development, social wellbeing and protection of the environment simultaneously without compromises made on any one of these for the sake of the other. The business can traditionally be seeking to achieve practicality with precision being the basis for the efforts of planning however development that is sustainable is not a concept which is amenable to universal or simple definitions.

The concept of that of sustainable development is really fluid and can metamorphose over a period of time as a response to the increment in the information along with that of the evolving priorities of society. The role that business management plays in the development scheme that is sustainable can be infinite or indefinite [11]. While there are business enterprises which can make contributions towards their attainment, their ability to be making a difference differs by that of organisation and sector sizes. There are a few executives who may be considering that the primary objective of that of businesses is just to be reaping profits for their own sake. There are however others who will understand that they can play a social role that is broader. There are no agreements among that of leaders of businesses about the perfect balance between that of narrow actions for self-interest and those that are taken for the society. The companies continuously face a need for the trade-off in regards to what they will be doing and what they should be doing so as to pursue financial survival. The businesses can also be facing a trade-off as they deal with transitioning to the practices of sustainable development.

As an example, it can be said that chemical companies whose plants have an excessive effluent discharge may decide to be replacing the same with treatment facilities that are more effective. It may also happen that the company can be closing the existent plant during a period of 2-3 years of construction and may also risk the loss of shares in the market. They may also be continuing to operate the plant that pollutes irrespective of the costly fines along with the public relations which are in the adverse. It is really difficult to pinpoint the correct decision or the right course of actions to be taken in relation to the economy, environment and social wellbeing. However, there could be myriad areas of development which is sustainable to be remaining ambiguous technically which makes it hard to plan the best action course. As an example, it can be said that the industry of forestry is having a difficulty while defining what comprises of actions towards attainment of forest management which is sustainable. There

are stalwarts and critics who believe that just by replacement of trees is not quite enough since harvesting also destroys the forest biodiversity. There is a lot more research required for the resolution of issues that are technical.

From a perspective that is broader, it is ideally in the business' interest to be operating within that of a healthy economy and environment. It is also relevant that globally sustainable and growing economies of developing countries can be providing opportunities that are the most lucrative for that of an expanding market. For some people, environmental stewardship and sustainable development are synonymous to one another. In terms of the current period, and environmental performance which is sound is mostly the objective which is reasonable for that of most businesses which have sustainable development to be a long-term goal. This may most likely be leading to confusion. In the countries that have already been developed environmental management is at the epicentre whereas in countries that are still developing sustainable and rapid development is deemed as paramount. The economy that is global has come under that of pressure which is mounting for paying for the damaged environments to be restored. However, the economic engine is asked to be helping in the solving of some other pressing problem taking place simultaneously. There is a great challenge in the solving of all of the problems in a way that is supporting sustainability in business management so that they are able to be generating development that is continuing.

There may be ambiguities in regards to what is the perfect definition for sustainable development in business management there is mass support for the principles which are related to the same within that of the community of business. In order for the growth in support, it is of ultimate importance for the rewarding and recognition initiatives which will be taken for converting the vision into reality. William Mulligan, who is the manager of environmental affairs within that of Chevron Corporation chooses to be reflecting the ideals of many people in the community of business who have come to believe that the natural environment is an issue that cannot be held in the backlog. This is something that can present both an opportunity and a challenge. In the last 10 years, there have been several polls indicating that the environment is of utmost concern to the Americans at least as per Mulligan. A company is just irresponsible or refusing to be responsible by dismissing this as just a trend for its sake. They are failing to be recognising the necessity for the integration of considerations of the environment that seeps into each and every aspect regarding the business. Strategic thinking is now a part of environmental excellence.

It is in the best interest of the company that they maintain so. There are so many opportunities that can be found amongst change. The changes in attitudes and actions have been positive so far which is echoing as the Organisation for Economic Cooperation and Development sets out to say that the prospect is realistic for the harmonisation of economic considerations with that of the environment by gradually incorporating the objectives as part of the policy. There are executives who have shown that the pursuit of a strategy for sustainable development is something which makes sound business sense. As an example, it can be said that a plant manufacturing 3M had to scale down its wastewater treatment practices by half very simply by the running of cool water through the factories on repeat in the place of discharging the same after the first use itself.

### **3. Conclusion**

Good business does encompass the criteria for sustainable development as well. This can be creating that of opportunities for that of suppliers of the green consumers who are the developers of processes and materials that are safer environmentally along with firms which are willing to be investing in that of eco-efficiency along with engaging them in that of social well-being. These are the enterprises which will be having more of the competitive advantage since they are eligible to be earning the goodwill of local communities while they see their endeavours being reflected as they follow the triple bottom line.

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