



# Sustainable Development Management and Its Role in the Organizations

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**Abstract:** *Any organization, whether it be a commercial or a non-profit organization, must perform the duty of sustainable development management. This is so that they can thrive while upholding the ideals of social responsibility and meeting the demands of a modern public management system. The management of sustainable development is directly related to the promotion of global responsibility leadership, and this relationship ultimately leads to a change in corporate culture. This transition entails promoting sustainable acceptability and commitment at all levels of the organization and viewing performance through a sustainability lens.*

## 1. INTRODUCTION

The phrase “sustainable development” refers to a variety of socioeconomic advancement methods and tactics, with a primary emphasis on preserving the balance between these socioeconomic systems and elements of the natural capital. Three decades ago, the idea was first connected to worries about the environment and the conflict over natural resources, notably concerning energy. The term in question is relatively new, having been created in the summer of 1992 following the Rio de Janeiro-based United Nations Conference on Environment and Development. The awareness that human activities depend on the environment and its limited resources is the foundation of the idea of sustainability. The vital components of health, social security, and economic stability within a society affect the quality of life. The environment, the economy, and society are the three main pillars of sustainable development. In the information system, these dimensions play a crucial role in the quantification and creation of an accurate picture of sustainable development.

The term “sustainable development management,” which is derived from the organizational assimilation of the concept of sustainable development, refers to the application of its principles, which is emphasized, particularly at the level of the European Union, by the integration of environmental considerations into all Community policies. Sustainable development is more than just caring about the environment in the new paradigm of all forms of development that has been imposed by the fight against climate change. Sustainable development also poses a challenge to how society and the economy are structured (Council of the European Union, 2006).

The interaction between organizational culture and sustainable development allows for a reciprocal exchange that can be characterized as “mutually beneficial.” The proactive actions taken by businesses that understand the need for sustainable development management have also led

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to an increase in employee awareness and responsibility. As a result, these people have actively contributed to the adoption of techniques for sustainable development by their deeds. This contribution covers the development of a new, cooperative communal mindset in addition to just carrying out social obligations. This mentality change is essential for creating a culture that supports sustainable development (Kemp et al., 2009, pp. 78-91).

The true requirements and long-term sustainability of society can be effectively addressed by transition management when it is used to create a strong and sustainable development management framework inside an organization. The company can join a coordination network that has an expanding number of collective actors by taking a stance in favor of sustainable development.

According to descriptions from exploratory research, transition management includes both a pragmatic technique that is characterized by information acquisition and a persuasive tactic intended to foster mindsets supportive of social innovation. The idea of transition management takes on a co-evolutionary approach in the context of sustainable development. With this strategy, development management can have a positive impact on managerial and organizational cultures, as well as political ideology and governmental policies (Kemp & Martens, 2007, pp. 7-14).

## 2. INTEGRATION OF SUSTAINABILITY INTO PRACTICAL APPROACHES

Subjectivity, complexity, and the existence of competing interests are just a few of the issues that have made it difficult to successfully incorporate the essential ideas of sustainable development into conventional business strategy. The UN Sustainable Development Goals (SDGs), which are applicable in a variety of industries and contexts on a national level, were adopted in January 2016. These objectives make it possible for both public and commercial organizations to coordinate and evaluate their operations, plans, and financial results. However, under the current economic paradigm, it is not immediately clear what advantages these behaviors will have for enterprises, which emphasizes the need for the creation of new analytical frameworks and tools.

The relationship between sustainable development and corporate social responsibility (CSR) has been studied by many academics (Ebner & Baumgartner, 2006, pp. 1-17; Moon, 2007, pp. 296-306; Baumgartner, 2014, pp. 258-271; Kolk, 2016, pp. 23-34). Ebner and Baumgartner (2006) contend that Corporate Social Responsibility (CSR) should be included as a societal component of sustainable development. The writers give a thorough analysis of the importance of corporate social responsibility (CSR) and sustainable development (SD) for certain firms. They emphasize how these sustainability aspects should be integrated at different levels of management. In the scientific and professional world, the idea of corporate social responsibility (CSR) is generally accepted and valued in many areas (Hung et al., 2019, pp. 366 - 374). But there are those people who disagree with the idea of social responsibility. One of these detractors is Friedman (2007, pp. 173-178), who contends that the idea is a type of subversive training used to improve the organization's public image. Murray (2008, pp. 1-452) offers a thorough analysis of criticism, including frequent objections to corporate social responsibility (CSR). These arguments suggest that CSR's focus is overly constrained, potentially harming firms' fundamental goals and obstructing the free operation of the market. Furthermore, it is asserted that business objectives cannot be successfully achieved through the implementation of CSR projects. Fleming and Jones (2013, pp. 1-680) claim that the origin of corporate social responsibility can be disputed. According to Toft (2015, pp. 303-316), many accidents, scandals, and environmental catastrophes have caused consumers to become increasingly skeptical of corporate social responsibility

(CSR). As a result, CSR can be seen as a way of responding to new social and environmental critiques (Chiapello, 2013, pp. 60-81).

The Sustainable Development Goals (SDGs) have a broad reach and are interconnected, which emphasizes the necessity of collaboration among specialists from many fields and sectors to successfully accomplish these goals. The use of various disciplines in a cogent and integrated manner is required to address complex issues like climate change, poverty, and human rights. According to the intended outcomes of education aimed at encouraging sustainable development, the integration of various disciplines improves the ability to comprehend complex challenges and take appropriate action (Annan-Dab & Molinari, 2017).

According to the body of material already in existence, multidisciplinary education implementation has shown to be a difficult task (Kysilka, 1998, pp. 197–209; Summers et al., 2005, pp. 62–647). Additionally, many strategies have been put forth to incorporate interdisciplinary practices into educational frameworks meant to promote sustainable development (practice examples can be found in Dale & Newman, 2005, pp. 351-362; Eagan et al., 2002, pp. 48-66; Jain et al., 2013, pp. 20-24; Luppi, 2011, pp. 3244-3251). Nevertheless, despite the widely acknowledged benefits of interdisciplinary, students' willingness to adopt a holistic worldview that takes into account social, economic, and environmental aspects largely depends on their initiative, with some guidance from their teachers. Simply incorporating sustainable development principles into environmental courses or creating distinct academic fields that are not part of the core curriculum will not adequately prepare people to address sustainability issues in their daily lives.

### 3. SUSTAINABILITY AND SOCIAL MEDIA

Businesses and organizations are now considered to be essential parts of society rather than just being seen as commercial entities in the current discourse (Van Tulder, 2018). The importance of companies' effects on the environment and society has grown significantly (Waddock, 2003, pp. 114–124). This sentiment first became prevalent in the 1970s and 1980s, a time when environmental management and legislation were strengthened. Organizations discovered that it was crucial to display formal compliance during this time in order to follow the more strict laws. The incorporation of environmental issues has gradually evolved to include the organization's broader effects, going beyond simple compliance with rules to include competitive advantage and economic ethics (Siew, 2015, pp. 180–195). The phrase “corporate social responsibility” (CSR) often refers to an organization's overarching philosophy. In addition to being a widely accepted concept, corporate social responsibility (CSR) is also a topic of ongoing debate, characterized by diverse perspectives regarding the definition of “positive societal impact” and the appropriate means to achieve it (Ballou et al., 2006, pp. 65-74). CSR primarily emphasizes the necessity or benefit for organizations to consider and enhance the positive societal effects resulting from their activities. According to Garriga and Melé (2004, pp. 51–71), there are four primary forms of corporate social responsibility (CSR) initiatives. The first strategy is known as the instrumental method and it entails using social activities to enhance economic outcomes. The second strategy is a political one that makes use of the organization's power to advance society. The third strategy is called the integrated approach, and it entails incorporating societal effects within the organizational structure. Last but not least, the ethical approach requires the organization to confront its ethical obligations head-on. Corporate social responsibility (CSR) approaches that prioritize social responsibility mostly belong under the “integrated” category because these programs have a substantial impact on an organization's organizational structure and management.

The use of social media (SM) has grown to cover a wider variety of organizational duties, with a focus on the economic, social, and environmental aspects that form the basis of “sustainable development” (Kaplan & Norton, 1996). The use of social media is an illustration of the applicability of this concept to various topics that require complete strategic planning, rather than solely focusing on economic strategies, and is consistent with contemporary viewpoints on corporate sustainability.

The idea of sustainable development is a moving target that is discussed on a variety of levels, including global, national, and local ones. Organizations as well as individuals are included in this conversation. The relevance of this concept lies in its complexity, though.

Management needs to create a supportive control environment in order to assist the legal and effective undertaking and oversight of risk inside the public institutions that fall under their purview. What techniques can be used to achieve this goal? The thoughtful consideration and practical application of a tailored approach that is in line with the distinctive qualities and needs of each entity are necessary for the successful implementation of an optimal and productive framework for the organization and the implementation of internal control measures.

#### **4. ABILITIES AND INNOVATIVE SOLUTIONS**

Business executives, government officials, academic institutions, non-governmental organizations (NGOs), and the media are just a few of the stakeholders who have given sustainable development substantial attention and recognition. The UN has spread this message through many programs. The global financial crisis of 2008 highlighted the need for a more sustainable world. The Global Compact is one such project that has acted as a catalyst in highlighting the significance of an all-encompassing sustainable development plan on a global level. To achieve sustainability, businesses, government agencies, and civil society have been able to work together more easily thanks to the Global Compact. Future leaders must have a thorough awareness of the complex and divisive issues connected to sustainable development due to the phenomena of globalization. It has become clear that those working in the business world need to be able to use ethical theory, human rights, climate change, biodiversity, and stakeholder management principles in order to create and carry out ethical corporate plans and practices. Sustainable development education should foster the ability to interact with stakeholders who have various and occasionally divergent interests and value systems in order to identify shared goals in addition to giving students the tools to assess sustainability concerns (Dale & Newman, 2005, pp. 351-362).

In educational and professional settings, knowledge acquisition is frequently divided into several disciplines. The adoption of an interdisciplinary approach, however, has the potential to improve comprehension of the complex problems that our world is currently facing. (Eagan et al., 2002, pp. 48–66). By creating a deeper understanding of the components of a problem and encouraging the development of solutions that include ideas from several disciplines, the integration of disciplines serves to improve problem-solving abilities. The mutual advancement of the distinctive areas of competence that different subjects may give is made easier by interdisciplinarity (Summers et al., 2005, p. 630). The categorization of knowledge is covered in Clark and Wallace’s study (2015, pp. 233–255). Discipline-specific, multidisciplinary, interdisciplinary, and transdisciplinary classifications are the four that the authors suggest. Disciplinary knowledge describes the separation and autonomous operation of various disciplines. Diverse disciplines must work together in parallel to accomplish common goals to have multidisciplinary knowledge. Interdisciplinary knowledge

requires cross-disciplinary cooperation. Last but not least, transdisciplinary knowledge denotes the absence of discipline barriers. A discipline, according to the writers, is a unique and self-contained area of human experience that has its community of experts (Nissani, 1997, p. 203).

The corporate sector, along with the government and civil society, must actively participate if the Sustainable Development Goals are to be met. This is because the private sector has a substantial portion of the cutting-edge management methods and technology that are essential for the achievement of sustainable development objectives (Sachs, 2012, pp. 2206–211). According to the *Global Compact* (2016), businesses need to put ethical behavior first before actively looking for ways to address issues with sustainable development, using innovation and collaboration as crucial tactics. The integration of environmental and social aspects of sustainability in profit-oriented commercial activities, however, remains elusive despite organizational and technological innovations upending established actors in many fields (Dentchev et al., 2016, pp. 1–4), indicating that further advancement in business management is necessary. New business philosophies and operational strategies that emphasize a more holistic approach to commerce help firms understand and explain not only how value is captured, but also how it is created, and how additional value can be obtained by increasing focus on social and environmental outcomes. Strategic thinking has reached a stage where stakeholder benefits and sustainability outcomes are intimately connected. (Baldassarre et al., 2017, pp. 175–186; Bocken et al., 2014, pp. 42–56; Zott et al., 2011, pp. 1019–1042). Whatever the situation, it is critical to promote the identification and prioritization of competitive advantage through sustainable management and development initiatives. The Sustainable Development Goals (SDGs) and the ongoing improvement of current corporate practices are both supported by this strategy.

## 5. CONCLUSION

The vital components of health, social security, and economic stability within a society affect the quality of life. The environment, the economy, and society are the three main pillars of sustainable development. In the information system, these dimensions play a crucial role in the quantification and creation of an accurate picture of sustainable development.

The interaction between organizational culture and sustainable development allows for a reciprocal exchange that can be characterized as “mutually beneficial”. The proactive actions taken by businesses that understand the need for sustainable development management have also led to an increase in employee awareness and responsibility. Due to their efforts, these people have actively contributed to the adoption of sustainable development techniques.

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