

# Companies and Innovations in Sustainable Development

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**Abstract-** The essence of sustainable development concept is that it is unacceptable to create development strategies in a way that prevents future generations from finding resources in optimal condition or even in an upgraded state, so that they can improve it even more when the time comes.

Indications that the consequences for the environment and resources are due to the great effect of industrial production, and after the end of the Second World War, appeared at the end of the last century (seventies). However, the concept in the form of the concept of sustainable development will not be so easily found as a possible solution, it will take ten years. Only then, this concept will be recognized and accepted on a wider scale, thanks to the first editions on the subject. The key role was played by the United Nations, which adopted the term through the work of one of its commissions (the Brundtland Commission), and which expanded some more crucial phenomena. This means that the emphasis of the concept was that progress has been made, and when it comes to resources, we must not question current practices, nor allow any degree of regression, so that future generations have access to it, which was found by previous generations or even some kind of progress in the state of resources, which exceeds the optimal state.

**Index Terms-** sustainable development, parameters, sustainable concepts, life quality

## I. INTRODUCTION

One of the key reasons for finding and relatively quickly accepting the mentioned concept was the caution related to further capitalist plans of overexploitation of resources, because it was clear that the tendencies in the future to direct already established practices of resource abuse are directed to even more extreme forms. the dictates of capitalist production itself. The concept was officially approved at the United Nations summit in 1992 (Rio de Janeiro). Following this original concept, the concept of sustainable development was further enriched with new parameters (social progress, economic progress and environmental protection), to be reaffirmed as such at the next United Nations summit (Johannesburg, 2002).

Unfortunately, in the meantime, the concept from 1992 did not come to life in accordance with expectations, which led to the recognition of the need for all states to commit to implementing

specific goals in practice, which will be specified in the document, which adopted by the UN (Agenda 2030, adopted by the General Assembly on September 25, 2015).

## II. PARAMETERS OF SUSTAINABILITY

Although numerous efforts have been made to define the content of this concept precisely, it is not possible today, because it is influenced by different contexts around the planet, and which should be applied to this context, in order to achieve the goals set out in this document. This approach also implies development in three main fields, to the same extent, which would in that case lead to progress in the mentioned direction. Such development is reflected in the consideration of equal importance for the development of economic, environmental and social dimensions. Such a concept is recognizable through the term "three pillar concept."

Of the indicated parameters, only the economic parameter can be monitored in the short term, and thus make corrections, in order to obtain the desired results. The two remaining parameters can be monitored only in the long run and there is a discrepancy, because instructions cannot be given in time on all three levels, in order to equalize the progress between the stated parameters, as a result of which there is a danger of not achieving projected progress at all levels. Methodologically, there are many risks that can lead the whole process in the wrong direction. For this reason, it is necessary to introduce management teams that will take care not to neglect the importance of diversification, but also to respect the mentioned environmental restrictions. This means that the pressure must be uniform, on all three mentioned parameters, and also, a system of indicators must be introduced, for the purpose of performing measurements. If all the key steps are to be implemented, they cannot be implemented successfully, without the involvement of state institutions, which alone can speed up this type of procedure. At the same time, the education of the population must be organized by the state, which will educate the local population about the necessity and methods by which the concept of sustainable development can be applied in practice.

## III. SUSTAINABLE CONCEPT

Within the "three pillar concept", the fight against poverty is in the first place, which is a priority of both human security and human development, but there are also human rights and an

optimal environment. The economic parameter, in its optimum, implies a balance of production capacity and existing resources in nature. Several dimensions are desirable, which can be achieved by establishing this economic model, which is expected to be inventive, ie to be able to distribute resources evenly, ie to offer a new solution for environmental protection and simultaneous economic progress. The concept of sustainable development, in its social parameter, includes an improved education system, a higher level of health care and the inevitable fight against poverty, which is an integral part of human security and environmental security, as we have already emphasized that this is the absolute priority of this concept. ("Three Pillars Concept"). Thanks to international institutions (World Commission on Environment and Development), the concept of sustainable development has become dominant (economically, sociologically, politically), and has been entering the big door since the end of the last century (since 1987).

To coordinate the whole process, representatives of public policies were invited, but the role of the local population is crucial, which must be educated regarding the ultimate goal of this endeavor. Then, according to the importance, there are obligations in accordance with the regulations, but also penalties, in case of non-fulfillment of obligations. Public-type campaigns are the most suitable for conducting education. In that way, information and education of the local population is provided, which empowers them to continue the promotion at the local, further. These are: "Sets of different activities that are planned for a certain period of time, aimed at a specific target group, and whose goal is to increase knowledge, which will lead to changes in thinking, behavior, according to a particular social problem." There are several signs of how successful they have been in process of education, and that is presented in different behavior of the local population, awareness, engagement, purposefulness and social norms. Proof of that are the special dimensions of these signs, which each for itself, confirms success. The mentioned processes can confirm the (im) maturity of a society, and whether it is ready for changes, therefore, whether it reacts to pressure. However, it happens very often that planning changes theoretically, practically do not show that they are positive.

#### IV. COMPANIES CAN INFLUENCE ON LIFE QUALITY

When sustainable development is associated with quality of life, as its higher dimension, this connection is manifested through three modes. These are: maintenance, then improving the quality of life, and sustainability of survival. The last level represents the elementary level. It is clear that, in essence, sustainability is related to natural systems, ie to the production of what the existing equilibrium within the ecology protects. Therefore, it is necessary that all public institutions and organizations, which are involved in the implementation of the concept of sustainable development, take part in strategic planning and implementation of necessary activities. Through public policies, governments, on the other hand, must consider all aspects (social, economic, political) in all their complexity, therefore as instruments, but also their roles, as crucial for achieving the desired goal, which is to achieve the concept of sustainable development in practical level.

The companies that will be able to build their reputation in this sense will say: "The company's desire to take an excellent position in the market and preserve it in the future," therefore, to

defend this hard-earned position in the long run. Like the clientele, which will then be impressed to invest financially in socially responsible brands, the employees themselves, as well as the company's associates, will strive to express their affiliation through dedicated work, feeling that they are, in fact, working for themselves. When this kind of sense of belonging is born, a good business climate is created, with good company management, in and around the team, where everyone works diligently, without sparing their capacities, which further improves the company's position. the mentioned management team has the necessary skills to incorporate this segment in the right way in the company's image, to be recognized in the market, both by the clientele and by other companies, which are looking for associates, eager to unite.

Namely, such a company will find it much easier to be similar and will be targeted, in a positive sense, by its business environment, while employees will also be in a very good position, because they work for a reputable brand, which they are honored to present and advertise. , and who easily finds new cooperating companies, contributing in a serious way to the expansion of the entire business community, building an image on the international level, with its commitment and expanding cooperation.

Running a business is influenced by a very large number of external factors. The usual procedure is for managers to deal in detail with these factors. It depends on their skills that they will show in that, whether they will make good decisions when it comes to companies, because the ultimate goal is for the company they run to do business in the best possible way. In one of the known analyzes (PEST analysis), some of these factors (economic, political, social, technological) are collected. In addition to the above factors, the companies are also investigating some other factors, such as: ethical, legal, environmental, demographic. In such types of analysis, however, analyzes of political factors almost always prevail. Certain political aspects are an integral part of the state management policy, and they can also greatly influence business communities, companies and the quality of their business management. So, they all have to take into account how much the legislation affects their business, and what laws are adopted. The political climate is just one more risk, but it can also be a cause of great losses for companies. Therefore, it is important to understand how decisive political factors can be, that is, that they have the upper hand to change the result. They also affect management policies locally, but also globally. In both cases, companies are expected to cope with these types of challenges.

It is also a big barrier in many countries and we must not ignore it as such, and that is corruption. For some companies, success is not the result of the products they offer, but they are known to thrive by offering bribes to government officials. Business performance is certainly affected by the climate prevailing in the economy. It is changes in legislation that can have a key impact on the business of companies in a particular market - for example, as mentioned above, all companies operating in the European Union market must strictly adhere to the postulates of sustainable development in their business operations.

#### V. CONCLUSION

Companies must always be vigilant when talking about: the political climate, its potential changes, which are the result of changes in political factors, and which affect changes in business

strategies. The key reasons for potential changes in political factors are these: the stability of certain political systems, such as threats to certain local markets, as well as the business community, are viewed by some governments (public, private companies) as potential drivers of social change. will say as potential critics of the current situation.

In order to achieve the mentioned, suitable, dynamic climate, seven key factors have been identified, because we must specify that such a climate is not accidental, but consists of forces acting from the outside, but are also the result of numerous organizations. These seven factors are as follows: economic, political, legislative, demographic, social, competitive, technological and global. On the other hand, it should be emphasized that both business owners and managers are not helpless, they also greatly influence the international business climate, the way they make new decisions, on a daily basis. So, they are the ones who choose their suppliers, who decide when they will hire, then which and what products they will sell, and to whom and where they will sell them.

It should be noted that the economic factor is among the most influential, from external influences, which affects the business of companies. Levels of economic activity, which vary, create business cycles that affect in various ways, both individuals and business as a whole. We can say that for a long time, organizational political behavior, as a phenomenon, was neglected. Despite the serious turn, and in the direction of perceiving its significance, still, some of the factors in political phenomena are not treated in accordance with their importance.

It has once again become an important ethical attitude towards all employees in companies, organizations, and at all levels. So, when dealing with employees, especially within the management structures of companies, completely identical approaches, and when it comes to gender inequality, sexual harassment or other social behaviors, which can continuously affect the success of companies. The next factor is technological. We must keep in mind that the application of technologies and technological solutions can encourage growth in the capitalist, but also in other economic systems.

This, in essence, implies the application of scientific solutions, as well as engineering knowledge and skills, in order to solve production and organizational problems. Today, one of the company's most valuable assets is new equipment and software that improve productivity and reduce costs. We define

productivity itself as the amount of goods and services that a worker can produce. capacities, nations, to preserve and improve health depends to a large extent on the effectiveness and speed with which we use technology. This means finding and adapting equipment as efficiently as possible, which will further improve production productivity and develop new products. It also means that we will process information, make it available immediately, at the level of the entire organization, as well as to our customers and suppliers.

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