

GLOBAL SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT: STRATEGIES FOR GLOBAL CORPORATIONS

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Abstract: In the era of information and technology, global sustainability and environmental management play a crucial role in corporate strategies. This article analyzes sustainability and environmental management strategies for global corporations. Furthermore, it examines the importance and practical approaches of incorporating environmental factors into corporate decision-making processes. Challenges, opportunities, and innovative approaches are also discussed.

Keywords: global sustainability, environmental management, corporate strategy, green technologies, innovation.

Introduction

In the current global economic and ecological context, sustainability and environmental management have become not only a matter of social responsibility for companies but also one of the key factors for strategic competitiveness. Rapid technological progress, global warming, and the limited availability of natural resources make it necessary to consider environmental factors in corporate decision-making processes. Additionally, consumers and investors increasingly demand that companies account not only for financial performance but also for environmental and social responsibility.

At a critical juncture in history, all of humanity, including the population of our country, faced significant environmental threats. Ignoring these issues or remaining passive is tantamount to self-destruction. Unfortunately, many still approach this problem with indifference and irresponsibility.

Results

The issue of environmental safety has long transcended national and regional boundaries, becoming a global concern for humanity as a whole. Nature and humans interact according to certain principles, and violating these principles can lead to irreversible ecological disasters.

This threat began to be widely recognized only in the early 1970s, when it was sharply highlighted in early Western development models. The impact was akin to a “bomb exploding,” making humanity acutely aware of the dangers posed by human activities to the environment.

Discussion

Unchecked exploitation of natural resources without regard for ecological laws has resulted in soil degradation, deforestation, overfishing, acid rain, air pollution, ozone depletion, and other environmental problems, as noted in the Club of Rome’s “The Road to the 21st Century” research. Experts predict that by 2030, forests will occupy only one-sixth of the Earth’s land, down from one-fourth in the 1950s. The oceans are becoming severely polluted, with repeated reductions in productivity. Rapid urbanization has turned major cities into significant sources of

pollution. Acid rain containing sulfur dioxide has become more frequent, and globally, various diseases related to environmental degradation are increasing.

The rapid development of science and technology, combined with a growing global population, is placing unprecedented demand on natural resources for food, fuel, clothing, and other necessities. This has accelerated deforestation, desertification, soil degradation, ozone layer depletion, and global warming.

Industrial transformation has become a critical component of addressing these challenges:

1. It includes the Internet of Industrial Things and applies to discrete, continuous, or batch production processes. Operational activities of factories, plants, and mines are directly affected.
2. Industrial transformation supports the concept of incremental improvements in production.
3. One of its key tasks is to coordinate, manage, and replicate decisions and practices across geographically distributed production sites, often hundreds or thousands of kilometers apart. Differences in production culture complicate standardization, requiring adaptation to local conditions while maintaining overall consistency.
4. Transformation encompasses a company's assets, processes, and products:

Asset-focused initiatives improve the efficiency and effectiveness of core production equipment.

Product-focused initiatives enhance product quality, reduce defects, and shorten production cycles.

Operation-focused initiatives improve collaboration between departments to increase production or service efficiency.

Implementing transformation and organizational change implies fundamental shifts in business operations, including modifying core technologies, team structures, or product development and marketing approaches.

Globally, manufacturing companies are undergoing deep transformations. Changes in external market conditions, technological innovation, and competitive environments usher in a new era of growth, change, and economic opportunity. A survey of over 300 international corporate leaders revealed that competitiveness increasingly depends on transformation, market conditions, and technological development. The goal is not just to improve products and services to meet customer needs but also to enhance processes through innovation, design, management, and production, ensuring closed-loop feedback and coordination across the entire enterprise.

Given the intensifying market and technological forces, strategic changes in manufacturing are unavoidable. Approximately two-thirds of manufacturing firms (68%) contribute significantly to business process transformations. Geographically, in Europe, 74% of firms are revising operational models, compared to 64% in the Americas and 67% in Asia.

Transformation requires a completely new mindset, prioritizing strategy and planning, service focus, and universal innovation. According to survey results, the main drivers of business success are strategy and planning for product development (43%), services (37%), and production processes (31%). Attention to strategy and planning is now more critical than traditional productivity measures, as efficiency gains in operations have largely plateaued.

In conclusion, global sustainability and environmental management have become central elements of corporate strategies. Companies must consider not only economic efficiency but also environmental responsibility. Through innovative technologies and green strategies, corporations can strengthen their business models and effectively address both social and environmental challenges.

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