Southern Federal University

(SFedU)

Institute of Management in Economic, Environmental and Social Systems

(IMES)

Taganrog/Rostov-on-Don

Russia

Seminar Notes by Prof. Dr. Dipak Raj Pant
(hosted by Prof. Pavel Pavlov, Director of IMES)

Basic Information

Calendar:	**Wednesdays, 08.50-11.30 (central EU time), 6 May 2020**
Title:	**Sustainability and Business Management**
Seminar Mode:	Interactive, on-line, live streaming from Val Sesia, Piedmont, Italy

Summary

Sustainability has become the prime concern in policy and management. Resource depletion, environmental degradation and climate uncertainties are affecting public health and livelihoods. Therefore, these issues have gained the urgent and informed attention of civic organizations, businesses, governments and international institutions.

From the business management point of view 'sustainability' means adding value to the existing assets, and avoiding cost and burden for the future. The strategic imperative of any business entity is to create market value and, at the same time, to ensure the continuity of the firm and its stakeholders' network, i.e. the business-system.

A firm with its business-system may create, temporarily, some market value thanks to its stakeholder network coordination, supply chain management and productivity of each unit involved in the business process. But it can't ensure continuity without ensuring the integrity of community and territory where the stakeholders are based and where they operate, i.e. the place-system, and without obtaining moral legitimacy from the society at large. Business-system must take care of the place-system to ensure value-creation over a long period of time. Therefore, it is important to focus on the implementation of 'sustainability' in everyday management practice.

To be 'sustainable' the business strategy should go beyond the respect of legality and beyond the corporate social responsibility. It must lead the civil society with a clear ethical intention regarding environment and society. Therefore, it is necessary to put sustainability at the heart of business strategy as cultural leadership of business.

Essential References

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