

## THE SUCCESS IN BUSINESS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

GHEORGHE PRIBEANU<sup>1</sup>, COSMINA-SIMONA TOADER<sup>1</sup>

<sup>1</sup>*Banat's University of Agricultural Sciences and Veterinary Medicine*

*"King Michael I of Romania" from Timisoara,*

*Faculty of Agricultural Management, Timisoara, Romania*

*e-mail: g\_pribeanu@yahoo.com*

**Abstract:** *Even if the general objective of the all businesses is the generation of the profile, in present days all those who want to have a successful business know that they can't talk about success without talking about the sustainability of the business and implicitly of the environment. The sustainability, from business organization and management point of view, is the period of time where a certain organizational structure can be used in certain conditions established in advance. Due to the continuous changes but also due to the need to solve properly the problems related to the environment, the managers continuously seek solutions to obtain a more flexible organization of their business. In this study the authors propose to present some aspects referring to the sustainability of the business in relation with the environment and which are premises for a sustainable development of the business.*

**Key words:** *business, success, development, sustainable*

### INTRODUCTION

During time, man had a continuous influence on the environment, at the beginning its impact was imperceptible but with time and the diversification of the human activities, the environment degradation became more and more obvious, because the resources are limited and the environment is not an unlimited waste receiver. The development and economic growth problems can't be approached separated from the ecological ones, in this sense the sustainable development concept is needed. The sustainable development is a fundamental principle and an essential requirement for the environment protection. [2,3]

According to the specialized literature, the sustainable development is defined as a transformation process having as objective the efficient usage of the natural resources, the advertising of the investments and organizational changes so that achieving the objective to contribute to the increase of the present and future economic potential of the organization, and the resources to be used and maintained so that they insure the needs and welfare of the future generations. [5,4,6]

The welfare of the present and future generations depends mainly on three factors:

- economic development;
- demographic growth;
- environment protection.

All these factors are closely interrelated. The protection of the nature, of its resources, of the biological diversity and of its ecological structures is an economic, ecologic and social priority. In the sustainable development strategy, the environment protection represents a very important point, mainly the possibilities to diversify and strategically reevaluate the natural resources and their placement according to the life balance and continuity principle and a more rational usage of the natural resources.

In present days when the environment protection represents the central point of any development strategy, the managers are more and more aware of the fact that the development of a company can be done only in compliance with the environment protection. This fact lead to some major changes in the business environment mainly in the

area of the companies' management.

The development of the organizations is closely related with the general economic development process and the problems concerning the environment protection. The environment protection should concern any company because it uses the environment resources, both renewable and nonrenewable, and produces waste which have a higher or smaller impact on the environment. The chances to success of the companies which are concerned by the sustainable development grow according to the attention they pay to the usage of the environment resources, to the education, skills, innovation capacities and traditions.

## **MATERIALS AND METHODS**

Studying some sources from the specialized literature, sources which were mentioned in the biography section, the authors try to present some coordinates of the sustainability of the business in relation with the environment and the premises of a sustainable development of the business.

## **RESULTS AND DISCUSSIONS**

From the point of view of the economic agents, the sustainable development means the development of the company activities respecting the ecological principles.

The sustainability, from the point of view of the organization and the management of the companies, means the time where a certain organization structure can be used in certain predefined conditions.

Due to the continuous changes on the markets, but also due to the need to properly solve the problems related to the environment protection, currently the managers look for solutions to get a more flexible organization of the companies.

The business development in the context of sustainable development involves a series of changes, in fact a rethinking of the business is needed. The rethinking of the business for a sustainable development means to abandon a series of assumptions (eg: division of labor, the advantage of mass production, hierarchic control, etc). The sustainable development of business can be associated with a change of the business image, a give up to tradition and discovery of a new path. [1]

In the present context when the clients are more exigent and offensive then ever, when the competition is fierce, the change is continuous and the environment protection is a necessary condition, the businesses must notice early the course of the change and to adapt to the new situations as they occur. In this regard the main skills of the managers should be flexibility, innovation and the focus on process based management. Even if the managers are used to focus on activities, functions, people, products, clients and not on processes, they should change and focus on organizing the business activities based on the processes. They should be aware about the fact that during a process the initial conditions may change in some situations and limits. Giving up the traditional organization method and changing to the process based organization is just a first solution for the companies to adapt to the current conditions of continuous change.

Most of the times the managers can't understand why the companies they are managing don't show any progress, don't generate profit and this makes them unhappy. The activity rationalization operations lead also to the need to reduce successively the size of the company.

Often, the overcome of the crisis can be realized not only by timely adjustments but also by rethinking or redesign of the business.

Reengineering means the fundamental rethinking and complete redesign of the business processes in order to achieve significant improvements of the important indicators measuring the performance: cost, quality, service and speed. [1]

The companies focused on performance are reinventing and redesigning their long term strategies in order to insure their competitiveness. They abandon the traditional approach of the sustainable development which is related more to the nonconformity risks or reporting and they focus on the opportunities offered by a sustainable business model. [5]

Sustainable business development involves a series of changes, the most important ones are related to human resources, decision taking methods. Therefore, the premises of the sustainable development of a business are:

- several positions combined in one, this means the existence of specialized teams (case team); adopting this way of working has many advantages (decrease/elimination of errors, decrease/elimination of delays in achieving the tasks, shortening of the execution time, decrease/elimination of the control personnel, detection and resolution of the errors, creation of premises for the employees, which have multiple skills and responsibilities, to find innovative solutions to continuously reduce the execution time and the costs);

- the executors take the decisions; the rethinking of the business involves also the reduction of the processes, not only on horizontal but also on vertical, and this means implicitly the involvement of all employees the decision taking process; this way of acting has several advantages like: the elimination of the delays due to the decision taking process, administrative costs reduction, a better relationship with the clients;

- during the working process, the stages are executed in natural order, eliminating the compulsoriness of the linear sequence of the activities;

- the processes represent multiple versions, so in order to satisfy some needs there may be multiple solutions;

- reduction of controls and checks, some limited deviations are allowed and they are compensated by the costs reduction due to the business reorganization;

- the case manager is the single point of contact, this is the persons insuring the interface with the clients;

The sustainable development of a business should not be considered as a journey to a final destination, but as continuous improvement and learning process. [4]

## CONCLUSIONS

Considered as a major objective, the sustainable development is an important component of any strategy and involves rational management of all resources. In this way the resources are not approached separately from the other social – economical phenomena, but they are taken as a whole, together with other subsystems (population, capital, pollution, food production, life quality).

Currently the development of the companies is closely related to the general process of economic development and to the problems related to the environment protection.

The sustainable development of the business is a strategic decision which directly influences the profit, helps maintaining the future competitiveness and increases the involvement degree of the employees and other interested parties. Not adopting some sustainable development practices could lead to the missing of some performance improvement opportunities.

In the sustainable development context, the success of a business is insured by its reorganization/rethinking, meaning a series of changes mainly in the areas of human resources, decision taking process, work procedures but in compliance with the environment protection.

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