

Innovative models for a sustainable enterprise

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Abstract. Sustainable enterprise is the enterprise that can thrive, succeed in the long term, proposing a well-defined, compelling business direction combined with positive environmental and community goals. The social responsibility of an enterprise is its contribution to sustainable development efforts. With this ultimate goal, businesses need to take into account the effects of their best practices on the environment and society in order to contribute to society's progress and to protect the environment. The concept of sustainable corporation is operational and can also be used in ranking. Thus, a new stock index "The Dow Jones Sustainability Indexes" was proposed in 1999. It tracks the financial performance of the main corporations considered to be sustainable.

Keywords: *sustainable; enterprise; models; environment .*

1.Introduction

Sustainable enterprise is the enterprise that can thrive, succeed in the long term, proposing a well-defined, compelling business direction combined with positive environmental and community goals.

Concerns about social and environmental issues and the consideration given to all stakeholders require the allocation of additional resources that are no longer allocated to direct production. In a current world under more constraints, including those related to the depletion of natural resources, the traditional role of the firm is no longer sufficient to generate sustainable development. Sustainable development is considered "a way of development that meets the needs of today's generation, without compromising the ability of future generations to satisfy theirs."

In Germany, sustainability is a concept of comprehensive development that "has the goal of what is right for the environment, right from a social and economic point of view." The French approach to sustainability introduces a new term "social responsibility" along with the sustainable development.

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2.The components of sustainable development

Analysing the components of sustainable development, we can see that it has three dimensions that are constantly interacting: environmental sustainability, social sustainability and economic sustainability.

Sustainability of the environment is the ability of an enterprise to use natural resources so that they last longer, also controlling waste resulting from activities. Environmental sustainability also means the ability of an enterprise to reduce the negative impact of its actions on the environment.

Social sustainability takes into account social interactions, relationships, behaviour patterns and human values.

The economic sustainability of an enterprise means its ability to make profit in order to survive and benefit from local, national, and international economic systems. The goal of economic sustainability

is preserving the quality of life, requiring a green economy. This type of economy must create renewable resources if necessary, use non-renewable resources when renewable ones fall down and monitor the level of emissions with negative impact on the environment. Economic sustainability depends on the ability of natural ecosystems to obtain and store enough energy to sustain human life. In the enterprise, sustainability means managing the organization in such a way that it is able to provide firm future social and environmental programs to future generations.

Sustainability of a business can only be ensured by investing today for future results. This requires reviewing the criteria by which managers assess business performance, beyond traditional financial ratios.

Sustainability encourages resource use responsibly. This implies not only that the company ensures that it obtains profit, but also that the operation does not create environmental concerns that could harm the environment.

A business approach from a sustainability perspective requires a proactive performance analysis, asking, outside the financial perspective, for answers to questions about:

- the physical and emotional climate of work, morale, development, respect and support provided to employees;
- customer relationship, awareness of their changing preferences, willingness to meet unanticipated products, the innovation capacity - the risk in the different areas of business activity and the ability to cope with crises;
- aspects of corporate governance that ensure ethics, fairness and transparency towards shareholders, employees and other interest groups; environmental and social reporting;
- the extent to which the organization has a code of conduct and mechanisms to ensure that employees are complied with and that corruption is avoided;
- ensuring cross-efficiency;
- community behavior and philanthropic actions undertaken.

3. The ranking of sustainable corporation

The concept of sustainable corporation is operational and can also be used in ranking. Thus, a new stock index "The Dow Jones Sustainability Indexes" was proposed in 1999. It tracks the financial performance of the main corporations considered to be sustainable. The ranking methodology [2] assesses the quality of company strategy and management from the perspective of addressing opportunities and risks resulting from economic, environmental and social developments, measures performance by a complex system of weighted criteria. The Dow Jones Sustainability Index (DJSI) is the most prestigious global ranking where sustainable companies are evaluated on the basis of the RobecoSAM analysis (based on the financial impact of corporate, corporate, corporate governance factors) and the S & P Dow Jones methodology. DJSI annually evaluates 2,500 of the largest companies included in the S & P Global Broad Market Index to identify the most suited (top 10) in each industry.

According to the 2017 ranking, Brambles, a global supplier of logistics solutions in the Supply Chain, is a leader in the Commercial Services and Supplies category. The solutions and sustainable business model Brambles are based on over 590 million pallets, containers and other transport units reused jointly by companies that collaborate across the logistics chain globally. In 2016, Brambles earned the second highest score in the industry. In 2017, the company recorded a performance boost in key areas such as customer relationship management, social and environmental reporting, corporate governance, and code of conduct.

Brambles's sustainability approach has helped position the company as a leader in the logistics chain's sustainability, recognized not only by customers, employees and investors, but also by the United Nations Global Compact, the largest corporate sustainability initiative in the world. Konica Minolta has been included for seven consecutive years in the Dow Jones Sustainability World (DJSI World) index. In 2018, for the second consecutive year, Konica Minolta obtained the highest score in the Industrial Hardware & Equipment group, gaining the title of "Leader in Industry" in this segment.

Concerning the economic dimension, Konica Minolta obtained the highest scores in its group in the categories "Materials", "Risk and Crisis Management", "Customer Relationship Management", "Tax Strategy" and "Innovation Management".

The presence in this top comes as a recognition of the special attention that Konica Minolta has in social responsibility, especially in environmental issues, social innovation, customer satisfaction and product safety, supply chain, human capital and diversity. The company's objective is to contribute through its corporate activities to improving the quality of human life. [3], [4] Konica Minolta was the first company to receive the "Blue Angel" Ecolabel in the field of copying. In 2009, the company started the EcoVision 2050 project, a set of long-term goals to reduce CO₂ emissions by 80% over the lifetime of the product over 2005 values, and to promote the recycling and efficient use of scarce resources earth. Konica Minolta also offers durable solutions, offering a wide range of organic products. Furthermore, Konica Minolta's operations at the European headquarters in Langenhagen (Germany) have been neutral from the point of view of gas emissions since January 2018.

The outcome of these evaluations is an indicator of the company's ability to create value for long-term shareholders. The concept and stock index serve investment decisions. Each responsible enterprise acts permanently to become a sustainable enterprise and their long-term policies are based on sustainability. Each generation has the same goals, which means growth and technological, economic and social development, which means a better life. The perseverance for achieving these goals has enabled mankind to reach its current state of development. However, undesirable side effects add to those that are favorable, even if progress remains the dominant and permanent feature of human evolution.

Enterprises need to become sustainable and this is a big challenge, more and more businesses integrate sustainability into their strategies and operations, but this cannot be easily achieved. Nidumolu, Pralahad and Rangaswami (2009) [5] consider that sustainability can be fully integrated into the company's strategy and operations if it overcomes all the issues at every stage of the process for gaining sustainability. Pierre Chapuy (2009) [6] addresses environment key sustainability but includes all three dimensions in a four step process to achieve environmental sustainability. According to Chapuy, sustainability is attained in the last stage, that of sustainable development, which has environmental, social and economic content, in a long-term vision, in a total confrontation between fundamental political interests.

The Sustainable Enterprise has crystallized in developed countries over the last decades, being characterized by its high functionality and creativity, with a relatively equal emphasis on economic, social and environmental aspects, its ability to continually improve, constantly delivering new products and services, generating competitive information and knowledge, while meeting the needs of all stakeholders. Economic performance is the first responsibility of an enterprise. An enterprise that does not get a return higher than its capital cost is socially irresponsible. However, economic performance is not the sole responsibility of the enterprise. It is also responsible for its impact on the community and society, for toxic waters that flow into a local river, for example, or for blocking the main traffic arteries by its employees when it does not achieve social performance either. Its development must therefore also be linked to ensuring a better quality of life and the environment.

An enterprise becomes sustainable if it complies with the following criteria [7]:

-To be sustainable in the knowledge society, an enterprise needs to be specialized. In the new society it is impossible for an enterprise to do everything for everyone. An enterprise is created with a certain purpose, defined by its function. An enterprise will only be effective if it focuses on a function.

-A sustainable enterprise must have clear, economic, social or environmental goals. The financial goal of maximizing business value cannot be ensured and cannot be the basis for its continuous success rather than by properly treating all the social partners with which it comes into contact and respect for the environment. "

-A sustainable enterprise is an organization that reacts quickly to changes in its environment. Enterprise management should design and implement appropriate strategies, but also the right policies for adapting to a dynamic environment.

-A business is sustainable if it allocates its limited resources to its priorities and rationally. The complex character of efficient resource management in the future will also be determined by the fact that, in addition to traditional resources, new resources have emerged today: information resources, political resources, time resources.

-A sustainable enterprise is based on having basic skills to achieve the key success factors in the sector in which it operates. For a Competence to Provide Competitive Advantage to the Firm, it has to be an essential (basic), to characterize a small number of organizations (to be rare), to be exploited and to be hardly imitated.

-To become sustainable, the enterprise must form flexible, changing internal structures with teams dominating synchronization. The information-based organization collectively asks for more specialists in operative activities and not in management structures. Within such an organization, knowledge will be first and foremost at the core, in the minds of specialists who work differently and self-produce.

-Without products / services to meet changing market needs and contributing to the efficient use of resources, a high level of environmental protection cannot be sustainable. To be sustainable, an enterprise will have to achieve products / services that contribute to the efficient use of resources at a high level of environmental protection [8].

4. Conclusions

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