

Practice and benefit of sustainable development strategy in modern enterprises

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Abstract: With the global social, economic and environmental changes, modern enterprises gradually realize the importance of sustainable development strategy. This paper deeply studies the specific application of this strategy in enterprise practice and its economic benefits and social value. Through case analysis and data display, we find that enterprises have not only achieved substantial results in the economic level, but also made positive contributions to society and the environment by implementing the sustainable development strategy. In terms of economic benefits, enterprises have reduced costs and improved benefits by adopting cleaner production technology, optimizing resource management and promoting innovation. In terms of social value, enterprises have established a good corporate image by fulfilling social responsibilities, improving employee welfare and participating in community projects. Through community contributions and environmental protection activities, enterprises have created a positive impact on society and pushed the whole society towards a more sustainable direction. The strategy of sustainable development not only creates considerable economic benefits for enterprises, but also creates positive values in social and environmental aspects. This comprehensive strategic practice is not only conducive to the long-term development of enterprises, but also a positive response of enterprises to social responsibility.

1. Introduction

With the increasing global social, economic and environmental challenges, enterprises are no longer just organizational entities blindly pursuing short-term economic benefits. On the contrary, enterprises play a more complex and extensive role in today's world, and need to find a balance among economy, society and environment. In this context, the sustainable development strategy has emerged as a key factor to lead enterprises forward[1]. In this rapidly changing business environment, enterprises need to adapt to and lead changes, and sustainable development strategy is one of the keys to shaping the future of enterprises. By digging deep into the experience and lessons of enterprises in sustainable development, we can better understand how enterprises can maintain their competitiveness in the highly competitive market and create value for society and the environment.

Sustainable development is not only a moral standard, but also a strategic choice, which is a way for enterprises to create a positive impact on society and environment while pursuing long-term success. This paper will deeply discuss the practice and benefits of sustainable development strategy in modern enterprises, and show how enterprises can improve their own value by adopting sustainable development strategy and bring positive changes to society and environment through specific cases and data analysis. Through in-depth study of the practice and benefits of sustainable development strategy, it is expected to provide useful insights for enterprise leaders, scholars and decision makers, and urge more enterprises to actively fulfill their social responsibilities while pursuing economic growth and realize a win-win situation of sustainable development.

2. Definition and principle of sustainable development strategy

Sustainable development strategy is a comprehensive strategy involving three dimensions: economy, society and environment, which aims to ensure that the development of enterprises can not only meet the current needs, but also meet the needs of future generations[2-3]. This strategy is a commitment of enterprises to actively fulfill their social responsibilities and protect environmental

resources while increasing their own economy. Sustainable development strategy focuses not only on profitability, but also on the comprehensive evaluation of the impact of enterprises on society and environment.

The sustainable development strategy must first ensure the economic sustainability of enterprises. This includes realizing profitability, improving efficiency, and finding innovative business models to ensure that enterprises remain competitive in the highly competitive market. Enterprises should pay attention to social justice, employees' rights and interests and community development when implementing the sustainable development strategy. By improving employee welfare, caring for socially disadvantaged groups and supporting education, enterprises can create positive value at the social level. The strategy of sustainable development emphasizes the respect and protection of the environment. Enterprises need to pay attention to reducing carbon emissions, effective use of resources, reducing pollution and other aspects, and actively reduce the negative impact on the natural environment through the application of renewable energy and green technology[4]. Enterprises need to consider the needs of future generations. This includes ensuring the sustainable use of resources, not only meeting the current needs, but also leaving room for future generations to use. Sustainable development strategy requires enterprises to integrate economic, social and environmental factors to form a comprehensive management system. By comprehensively considering these factors, enterprises can fully understand their own performance in sustainability and make continuous improvement.

The definition and principles of sustainable development strategy not only guide the operation of enterprises at the economic level, but also emphasize the role of enterprises in social responsibility and environmental protection. The formulation and practice of this strategy not only make enterprises more competitive in the market, but also bring positive influence to society and environment.

3. Practice of sustainable development strategy in modern enterprises

The practice of sustainable development strategy in modern enterprises is a complex and comprehensive process, covering three dimensions of economy, society and environment [5-6]. In the actual business environment, Company X is an example of successfully implementing the sustainable development strategy. The following is the company's practice. Figure 1 below shows the life cycle environmental protection index of the company's X products, which reflects the environmental protection degree of the products.

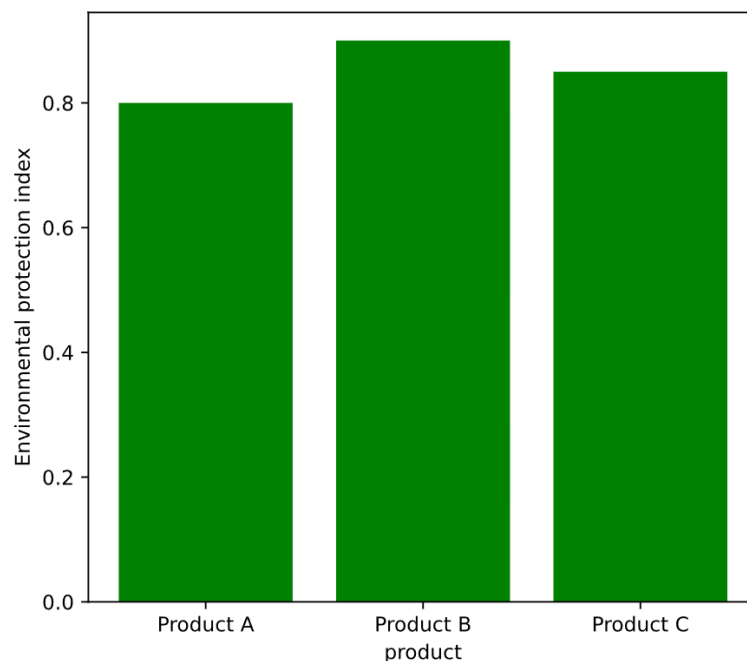


Figure 1 Life cycle environmental protection index

Company X cooperates with suppliers to emphasize environmental standards and ethical requirements. Figure 2 below shows the reduction of supply chain environmental impact after company X adopts green supply chain management.

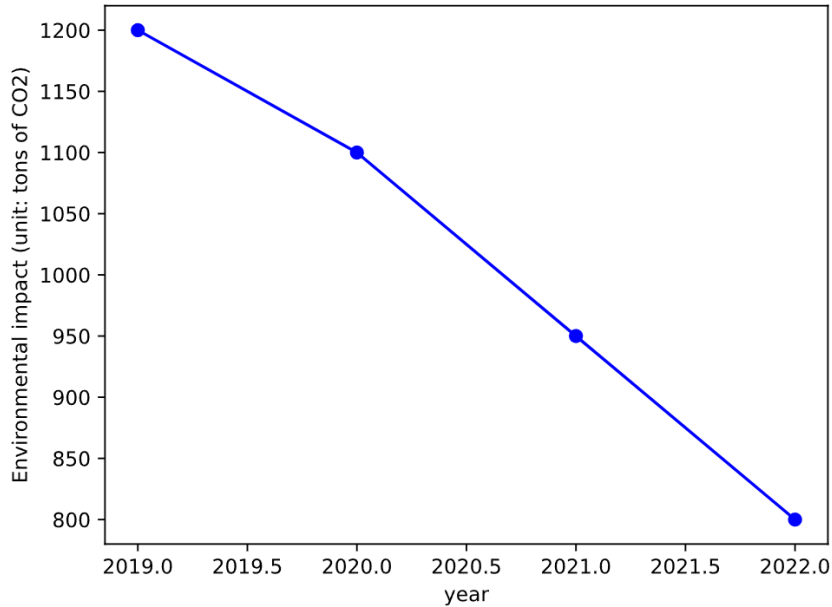


Figure 2 Reduction of environmental impact of supply chain

Company X adopts clean energy, improves production efficiency, and effectively reduces energy consumption and resource waste. Figure 3 below shows the decreasing trend of energy consumption of company X.

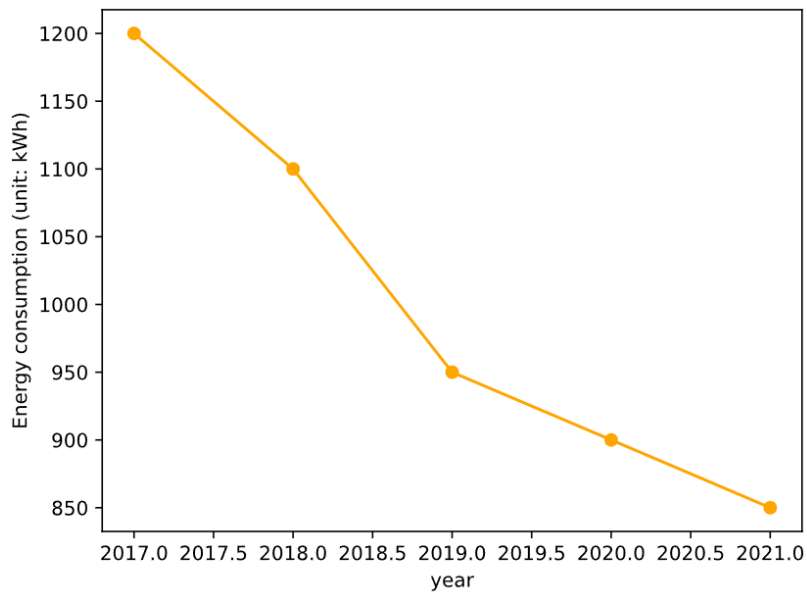


Figure 3 The decreasing trend of energy consumption

Modern enterprises have realized more environmentally friendly and resource-efficient products by integrating sustainable development strategy into product design, production and sales. This includes adopting recyclable materials, reducing energy consumption and extending product life cycle to reduce the burden on the environment. The practice of sustainable development strategy in supply chain is embodied in the cooperation between enterprises and suppliers to ensure that the whole value chain meets the sustainable standards. This includes ethical requirements for suppliers, enforcement of environmental protection standards, and joint efforts with suppliers to reduce the environmental and social impact of the entire supply chain.

In the sustainable development strategy, enterprises pay attention to energy conservation and

emission reduction, adopt clean energy and implement more efficient production processes. The practice of resource management includes the effective use of raw materials, the reduction of waste and the promotion of circular economy to reduce resource waste and environmental burden. Modern enterprises show their sense of responsibility at the social level through sustainable development strategy, and actively fulfill their social responsibilities by supporting local communities, improving employee welfare, and promoting employee training and development[7]. This not only helps to establish a good brand image of the enterprise, but also improves the satisfaction and loyalty of employees.

Sustainable development strategy promotes enterprises to innovate and adopt more environmentally friendly and efficient technologies. This not only helps enterprises to reduce costs and improve their competitiveness, but also promotes the development of the whole industry in a more sustainable direction. Enterprises actively participate in social and environmental projects in the practice of sustainable development strategy, including public welfare undertakings and cooperation with environmental protection organizations. These investments not only help to improve the social environment, but also set up a positive image for enterprises. Through these practices, modern enterprises have not only achieved economic benefits at the commercial level, but also created positive values in social and environmental aspects. This comprehensive sustainable development strategy practice contributes to the long-term sustainable success of enterprises.

4. Economic benefit and social value of sustainable development strategy in modern enterprises

With the continuous development of society, enterprises gradually realize the importance of sustainable development in their business process. Sustainable development aims to achieve long-term prosperity by balancing the needs of economy, society and environment. Sustainable development strategy encourages enterprises to use resources more efficiently and reduce waste. By adopting the methods of energy saving, emission reduction and recycling, enterprises can reduce the cost of energy and raw materials, improve production efficiency, and thus reduce the overall cost in the long run[8]. Sustainable development requires enterprises to innovate constantly to meet the changing market demand. This innovation drive can not only improve the competitiveness of enterprises, but also help to open up new markets, create new business opportunities and bring more economic profits to enterprises. Consumers are increasingly concerned about environmental protection and social responsibility, and enterprises that adopt sustainable development strategies can often establish a more positive brand image. This positive image can attract more consumers and increase market share, thus promoting sales growth.

Sustainable development strategy is not only a moral responsibility in modern enterprises, but also a strategic decision, and its implementation has brought far-reaching influence on economic benefits and social values. By adopting cleaner production technology, improving energy efficiency and optimizing resource management, enterprises can reduce production costs in the long run. For example, reducing energy consumption not only conforms to the principle of sustainability, but also produces substantial savings in energy costs[9]. The sustainable development strategy encourages enterprises to carry out R&D and innovation to promote the development of environmental protection technology and green products. This innovation not only improves the market competitiveness of enterprises, but also may open up new market areas and create additional economic value. The increasing attention of consumers to sustainability has led to higher demand for environmentally-friendly products and socially responsible enterprises. By following the strategy of sustainable development, enterprises can win the trust of consumers, enhance brand value and gain competitive advantage in the market.

The sustainable development strategy pays attention to employee welfare, training and development, which improves employee satisfaction and loyalty. Employees recognize the company's fulfillment of social responsibilities and actively participate in the sustainable development mission of the enterprise. By participating in community projects and supporting charity, enterprises have established a good community image and established a stable community

relationship. This not only won respect for enterprises in the community, but also created a good cooperation environment. For a long time, the implementation of sustainable development strategy has established a positive brand image and reputation for enterprises[10]. The society's concern for corporate social responsibility has prompted enterprises to participate more in social welfare activities and establish positive brand awareness.

On the whole, the economic benefits and social values of the sustainable development strategy complement each other. Enterprises have made substantial profits and market competitiveness in the economy, and at the same time created a positive impact on employees, communities and the whole society. This win-win situation not only conforms to the long-term development interests of enterprises, but also makes positive contributions to the global sustainable development goals.

5. Conclusions

In this paper, we deeply discuss the practice and benefits of sustainable development strategy in modern enterprises, and fully demonstrate the positive impact of this strategy from the economic and social dimensions. Through the analysis of examples, we can see that many enterprises have successfully implemented the sustainable development strategy, thus achieving remarkable economic benefits. This is reflected in the reduction of production costs, the improvement of market competitiveness and the strengthening of innovation ability. By adopting cleaner production technology, improving resource utilization efficiency and promoting innovation, enterprises have achieved considerable income growth and economic benefits in the long run. Generally speaking, the sustainable development strategy has created a win-win situation, which not only brings economic benefits to enterprises themselves, but also creates positive value for society and the environment. Enterprises have not only achieved substantial results in practice, but also found a sustainable way of business in the performance of social responsibility. In the future, we encourage more enterprises to incorporate the concept of sustainable development when making strategic plans, not only paying attention to short-term economic benefits, but also considering the long-term impact on employees, society and the environment. This approach not only helps enterprises to survive and prosper in the global market, but also makes positive contributions to building a more harmonious and balanced society. Through the practice of sustainable development strategy, enterprises will usher in a more sustainable and prosperous future.

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