

UDC 339

**PERCEPTION IN INTERNATIONAL BUSINESS CONTEXT***А. А. Звонко<sup>1</sup>, М. О. Водяхіна<sup>2</sup>, А. Б. Зубкова<sup>3</sup>*

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Sustainability is a broad discipline, giving us and graduates insights into most aspects of the human world from business to technology to environment and the social sciences. Sustainability skills and environmental awareness is a priority in many corporate jobs at graduate level and over as businesses seek to adhere to new legislation.

Many articles have been written on this topic. Scientists interpret the meaning of this term in different ways. As Daniel Christian Wahl defined, sustainability refers to sustaining the underlying pattern of health, resilience, and adaptability that maintain this planet in a condition where life as a whole can flourish. James Meadowcroft defined sustainability as the long-term viability of a community, set of social institutions, or societal practice. One of the most pressing issues is the environmental issue. Environmental issues have a profound impact on the modern economy.

The topic of sustainable development has a long history and levels of development, but nevertheless it is very popular and important for every country and the world in general. Many issues of this development strategy depend not only on governments, but also on the engines of economic growth - companies.

Fortunately, thanks to the widespread publicity of the last couple of years, more and more enterprises and corporations are beginning to think about the welfare of future generations, take care of the environment and resort to a sustainable development strategy in their businesses. A responsible global development strategy provides society as a whole with rules governing how "smart" technological change and economic policy can make industrial processes less polluting and less resource intensive, but more productive and profitable.

Having become sustainable aware to try to contribute to sustainability through its own firm or other organization, we refer to a more application task when the business should look for ideas and approaches that are possible today. It is necessary to understand that the transition to sustainable development contributes to the level of reputation, retains resources and capital, attracts capital investments and so on. An emphasis on sustainable values can be a good marketing strategy for any company. In our opinion, it is not so important for what purpose corporations move to sustainable business, the main thing is that the state of the environment improves in this way.

We considered 5 stages of innovation and sustainability in the following table (see table 1) such as compliance as opportunity, sustainable value chains, sustainable product/ service design, new business model and creating next practice platforms.

Companies are also integrating sustainability across many processes, according to respondents: 57 percent say their companies have integrated sustainability into strategic planning (Figure 1).

Table 1 – Innovation and sustainability – 5 stages

Stages	1 Compliance as opportunity	2 Sustainable value chains	3 Sustainable product/ service design	4 New business model	5 Creating next practice platforms
Central challenge	Compliance becomes an opportunity for innovation	Increase efficiency throughout the value chain	Develop sustainable offering or redesign to be eco-friendly	Find ways to capture value which change the basis of competition	Question through the sustainability lens dominant logic behind business today
Competencies needed	Ability to anticipate and shape regulations	Ensure suppliers and retailers make operations eco-friendly.	Know which products or services are most unfriendly to the environment	Capacity to understand what consumers want and to find different ways to meet demands	Knowledge of how (non) renewable resources affect business eco systems and industries
Innovation opportunity	Using compliance to induce the company and its partners to experiment with sustainable technologies , processes.	Developing sustainable sources of raw materials and components.	Applying techniques such as bio mimicry in product development	Delivery technologies that change value chain relationships	Platforms that enable customers and suppliers to manage energy in other way

Business processes into which sustainability has been completely or mostly integrated



Figure 1 – Business process into which sustainability has been completely or mostly integrated, % of respondents

As for our everyday life, each of us should think about the wise use of resources. Many people say that actions such as sorting waste, reducing plastic use, etc. do not have any meaning in a global sense. But, in my opinion, you need to remember that the most important and huge things begin with each of us. Each of us can, with little bother, contribute to sustainable development and improve the environment.