

A Study on Business Sustainability and Strategic Approach towards IT

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Abstract: *Achieving business sustainability goes beyond corporate social responsibility (CSR). To achieve long-term benefits, it is necessary to plan strategically rather than incrementally. We must make changes given the current social, environmental, technological, and political challenges facing business. This paper examines the significance of a strategic approach to business sustainability and the various strategies that businesses can use to achieve strategic sustainability.*

Keywords: Sustainability, Business Sustainability, Sustainable Development, Sustainability, Strategic Sustainability, Green Giants, Triple Bottom Line, and Corporate Social Responsibility are all strategic approaches

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