

A Study on the Innovative Environmental Sustainability Approaches for Business Sustainability

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Abstract: *In the coming years, the social and environmental issues that companies face in modern business will pose a significant challenge to all economies. Environmental protection has become an essential component of proactive company management and a prerequisite for gaining a sustainable competitive advantage. New propensities in organizations have critical effect on the need for building more grounded connections and associations with all partners which makes the complex element, with the shared objective of accomplishing a worldwide effect on all parts of human existence. This paper presents findings from research conducted in Serbia and Russia. It is about perspectives of employees over the business' avocation of execution of the ecological exercises inside the new business plan called "maintainability". The structured questionnaires were used to collect the data, and the SEM (Structural Equation Modeling) methodology was used to analyze the data. According to the findings, environmental activities that are implemented as part of sustainable management have a positive impact on the success parameters of businesses.*

Keywords: sustainability, company success, and environmental protection.

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