

A Study in the Sustainability of Businesses and the Strategic Methods Employed towards its Accomplishment

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Abstract: *Attaining company sustainability extends beyond the scope of corporate social responsibility (CSR). In order to attain lasting advantages, it is imperative to engage in strategic planning rather than incremental approaches. Given the prevailing social, environmental, technological, and political difficulties, it is imperative that we implement necessary modifications in company practices. This paper explores the importance of adopting a strategic approach to corporate sustainability and the several tactics that businesses can employ to attain strategic sustainability.*

Keywords: Sustainability, Business Sustainability, Sustainable Development, Sustainability, Strategic Sustainability and Corporate Social Responsibility