

An Investigation on the Relationship between Business Sustainability and Advancements in Environmental Sustainability

Rashmi Singh¹, Dalvi Sunita², Dash Pooja³

Asst. Professor¹ and FYCOM^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *Currently, the social and ecological challenges that businesses encounter in contemporary business provide a significant trial for all economies. Ecological insurance has become an integral aspect of proactive corporate management and a necessity for gaining a sustainable competitive advantage. Emerging preferences in affiliations significantly influence the necessity of establishing stronger associations and relationships with all partners, so creating a complex framework with the shared objective of achieving a global impact on all aspects of human life. This paper contains findings from a research study conducted in Serbia and Russia. This pertains to the perspectives of employees regarding the business's focus on the effective implementation of environmentally sustainable practices under the new strategic plan known as "sustainability". The conducted surveys were used to collect the data, and the SEM (Structural Equation Modeling) approach was used to analyze the data. According to research findings, implementing sustainable management practices has a positive impact on the performance indicators of businesses.*

Keywords: sustainability, company success, and environmental protection