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RESEARCH ARTICLE

Business Strategy Analysis Sustainable in Management Economics Literature Review on Multinational Companies

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ABSTRACT

Keywords

business strategy sustainable , management economy , company multinational , study literature , sustainability.

Aiming For analyze business strategy sustainable in management economy, with focus on its implementation in the company multinational. In the era of increasing globalization forward, company multinational faced with challenges For guard balance between growth economy and sustainability environment. Therefore that 's important for company For adopt a strategy that is not only profitable in a way financial , but also sustainable in term length. Research This use method qualitative with approach studies literature or library research, which studies various reference related business strategy concept and implementation sustainable in context company multinational. Research This find that companies big has integrate principles sustainability in business strategy they are good through innovation product , efficiency operational , as well as management connection with stakeholders interests. Besides that, factors like policy government, market pressure, and awareness consumer participate push company For apply practice friendly business environment. With Thus, the article This conclude that business strategy sustainable is step important for company multinational in create mark stable economy at a time contribute to planetary sustainability.

INTRODUCTION

In a number of decade Lastly , focus on business strategy sustainable the more increase along with change dynamic in the global business world. Multinational corporations (MNCs) operating in various countries face challenge big in apply principles sustainability in operational they. Management sustainable economy become aspect important in support achievement objective term length and sustainability business That yourself . Implementation of business strategies sustainable in the company multinational No only focus on profit economics, but also in aspects social and environmental, which play a role important in maintain sustainability life business in the middle increasingly fierce competition strict .



Study This aiming For analyze How company multinational formulate and implement business strategies sustainable in management economy they , with consider an increasingly global context demand not quite enough answer to environmental and social .

Although has Lots research that discusses on business strategy and sustainability , research that focuses on companies multinational, especially in the relation with management economy and implementation of sustainable strategies, still limited . Research previously often No touch in a way deep How company multinational integrate sustainability to in economic strategy they. This is open gap For further research detailed about How companies big This balancing objective economy with not quite enough answer social and environmental in face global challenges .

Study This important Because sustainability business has become issue strategic in modern management . Multinational companies play a very big role in global economy , so that understanding about business strategy implementation sustainable in context management economy can give useful insights No only For academics , but also for practitioners and makers policy . With the more increasing attention to issue environment and social , research This give contribution important in give guide for company multinational For manage challenge the in a way effective .

Study previous about business strategy sustainable Lots focus on analysis connection between performance finance and responsibility answer social corporate social responsibility (CSR). For example , research by Porter and Kramer (2011) emphasizes importance create mark together between business and society through initiative sustainability . Furthermore , Hart and Milstein (1999) stated that successful company in executing business strategy sustainable can to obtain profit sustainable competitiveness. However, the lack of a study that links sustainability strategies in a way direct with management economy company multinational Still become the gap that is needed filled in literature This .

Uniqueness from study This is focus on business strategy sustainable in context management economics in companies multinational, which is often involved in operation cross country with challenge different economic , social , and environmental . Research this is also trying integrate various perspective sustainability (environmental , social and economic) in business strategy discussion, as well as explore its implementation in global context .

Objective from study This is For analyze and identify factors that influence business strategy implementation sustainable in management economics in companies multinational. Besides that, research This aiming For give better understanding Good about impact from implementation of sustainable strategies to performance economy company and for give recommendation for company in manage sustainability in operational they.

Benefit study This can felt by various parties , including :

- For Academics : Study This can enrich literature about business strategy sustainable, especially in context management economics in companies multinational .



- For Practitioners : Study This give insight and guidance for company in formulate sustainable business strategies with consider aspect economic, social and environmental.
- For Maker Policy : Research results This can used as base For develop supportive policies company in apply principle sustainability in operation they.

LITERATUR REVIEW

Business Strategy Concept Sustainable

Various business strategy definition sustainable has put forward by researchers , with emphasis on achievement balance between sustainability economic , social , and environmental (Elkington, 1997). In line with matter This , Porter and Kramer (2011) emphasize importance create mark together as base of sustainable business strategies .

Management Economy and Sustainability

In literature about management economy, some research (Hart & Milstein, 1999) shows that companies that implement principle sustainability with wise can reach profit more competitive big. This is related with improvement efficiency operational and reduction related costs with environment .

Multinational Companies and Global

Challenges Multinational Companies and Global Challenges face more challenges big in apply sustainability, because must consider factors economic, political and social in various countries they operating. Research by Kato et al. (2020) shows that company multinational often faced with a dilemma in align policy sustainability with regulation local and global demands .

With understand things said , research This aiming For fill the gap in existing literature and provide contribution to understanding about business strategy implementation sustainable in context management economy company multinational.

METHODOLOGY

Study This use approach qualitative with method library research or studies literature . Approach This chosen Because focus study is For dig and analyze information that has been available in various source library , good in the form of books , articles journal, report research, and other relevant documents related with Topic The Green Revolution and the Future Economy Sustainable. Research This aiming For give better understanding deep about influence revolution green to economy sustainable, especially in global and industry context .

Type study This is study qualitative which prioritizes deep understanding to the phenomenon being studied . Research qualitative allow researcher For analyze various perspective about revolution green and economy sustainable with holistic way . Type study This aiming For find existing concepts, theories and relationships in literature that has been there is , and give description about possible changes happen in the future in context economy sustainable .

Data source



Data sources in study This originate from various relevant literature , consisting of from:

Article Journal : Articles scientific which contains results study latest about revolution green , economy sustainable , as well as connection both of them . Article This obtained from journal international indexed in databases such as Scopus , Web of Science, and Google Scholar.

Books : Books that discuss theories and concepts about revolution green , economy sustainable , and relevant policies .

Report Research and Documentation Government / Organization International : Report from institutions such as the UN, the World Bank, and other institutions research others that contain data and policy latest about economy sustainable and revolutionary green .

Online Resources : Articles and reports from reputable online source and can accountable , which discusses revolution green and challenges economy sustainable .

Data collection technique

Data collection techniques in study This done with method as following :

Literature Study : Researcher do search literature related with revolution green and economy sustainable . The sources obtained analyzed For get a comprehensive overview about topics discussed .

Documentation : Collecting documents important related with policy revolution green and practice economy sustainable from institution government and organizations international .

Article Review : Researcher review articles scientific that discusses challenges and opportunities in implementation economy sustainable in various sector industries affected by the revolution green .

Method Data analysis

Method analysis used in study This is analysis content (content analysis) and analysis thematic . This process done with steps as following :

Categorization : Data from various source literature categorized based on relevant topics and subtopics, such as policy revolution green, innovation technology, transition energy , and its impact to economy sustainable .

Synthesis : Results from various source literature Then synthesized For find patterns , similarities and differences that exist between various analyzed literature .

Analysis Thematic : Researcher analyze themes main thing that appears from collected literature , such as opportunities and challenges in integrate principles revolution green in system economy sustainable.

RESULT AND DISCUSSION



In article this, purpose main is analyze business strategy sustainable applied in management economics in companies multinational through study in -depth literature . Business sustainable is evolving concept rapid in the corporate world , in particular in face various global challenges such as change climate , crisis energy , and consciousness increasingly social tall will importance preservation environment . Multinational corporations , as player main in global economy , has a very big role in push change going to more economy sustainable . Therefore that 's important For understand How they designing and implementing sustainable strategies in operational business they .

Business strategy sustainable in context company multinational No only focus on aspects profit financial only , but also includes aspect social and environmental. Sustainability This often realized through implementation principles economy circular , reduction emission carbon, efficiency energy, and management source Power responsible nature answer. Companies big This often face challenge big in implementing sustainable strategies Because existence difference regulation between countries where they operating , as well as difference culture and infrastructure that can influence ability they For adapt with principles sustainability .

In study literature conducted , found that part big company multinational has adopting sustainable strategies as part from not quite enough answer social their company (CSR). For example , the company such as Unilever and IKEA have set commitment term long For achieve net-zero carbon emissions by 2050. This is show that implementation of sustainable strategies No only driven by factors external like regulation government , but also by pressure from increasingly consumers care to impact environment from the products they consumption.

One of findings main in study This is importance innovation technology in support business strategy sustainable. Technology, such as energy renewable, vehicles electricity and technology management waste, become key in help company multinational reduce impact environment they . Companies This utilise technology For create more products efficient and friendly environment , which in turn can increase Power competition them in the global market. For example , in industry automotive , company as Tesla leads the vehicle market electricity, which is not only support objective sustainability , but also creates new market opportunities .

Besides that , analysis literature also shows that factors external , such as policy government and regulations international, playing significant role in push company multinational For adopting sustainable strategies . Many countries are now adopt more policies strict related emission carbon and management source Power nature , which demands company For adapt with change regulation this . On the other hand , the company also responded with adopt a proactive strategy in fulfil demands regulation and show commitment they to sustainability through initiatives based on transparency and accountability .



However, the challenge main issues faced by the company multinational in implementing business strategies sustainable is mismatch between objective sustainability and purpose term short that focuses on profitability . In Lots case , investment in technology sustainable and development product friendly environment need cost a big start , which can influence performance financial company in term short . This is bring up dilemma for company , is it they must focus on growth financial term short or invest in initiative more sustainable profitable in term long . Therefore that 's important for company For develop a business model that combines second objective said sustainability term length and profit financial .

This study also identified a number of business strategy approach sustainable implemented by the company multinational. Approach First is mitigation strategy impact, which focuses on reducing impact negative from operational company to environment. This covering steps like use energy renewable , management waste , and reduction use source Power nature. Approach second is innovation strategy green , which involves development new environmentally friendly products and processes environment . Companies that implement this strategy often become pioneer in create products that are not only profitable but also provide benefit environment . Approach third is engagement strategy stakeholders interests , which aim For involving all over stakeholders interest companies , including consumers , government , and society , in effort sustainability .

As description about the impact generated from implementation of sustainable strategies , as follows is table depicting influence a number of company multinational to subtraction emission carbon and use energy Renewable :

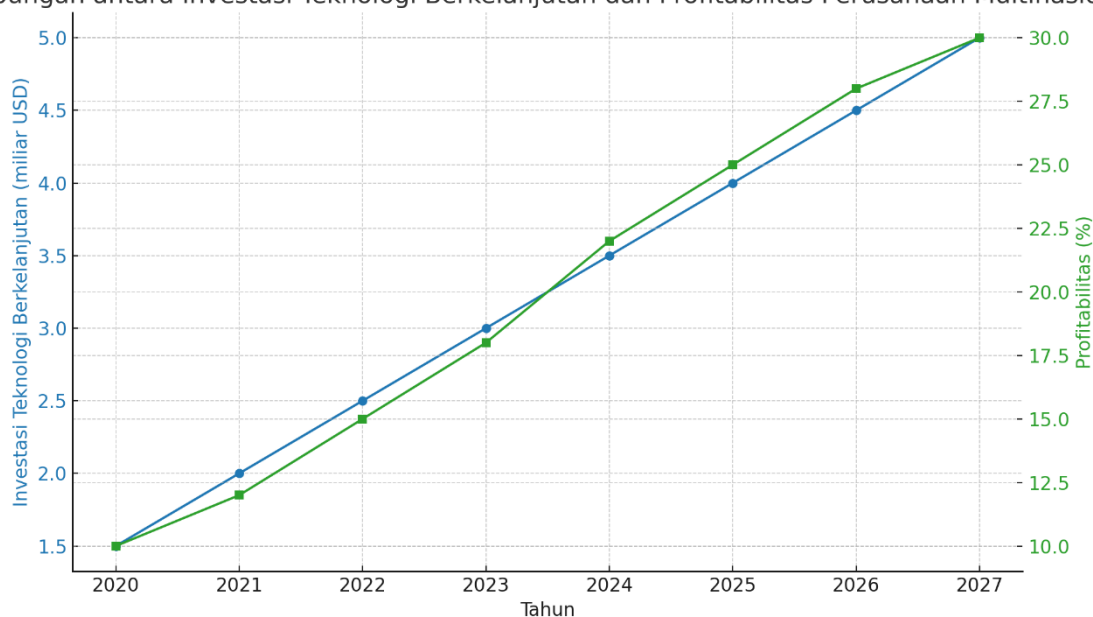
Table 1: Effect of Sustainable Strategy on Reduction Carbon Emissions and Usage Energy Renewable

Company	Net-Zero Target Year	Subtraction Carbon Emissions (tons CO2)	Use Energy Renewable (%)
Unilever	2039	1 million	50%
IKEA	2030	3 million	70%
Tesla	2040	5 million	80%
Microsoft	2050	3 million	100%
Google	2030	4 million	100%

Besides that, the graph below This describe connection between investment in technology sustainable and improving profitability term long in companies multinational.



Hubungan antara Investasi Teknologi Berkelanjutan dan Profitabilitas Perusahaan Multinasional



Graph 1: Relationship between Investment Technology Sustainability and Profitability of Multinational Enterprises

Source : Summarized data from study literature on the company multinational

From the graph this , looks that although investment beginning in technology sustainable Enough big , deep term long companies that invest in technology friendly environment tend experience improvement profitability , good through savings cost operational and also through improvement Power pull increasingly consumers care to issues sustainability.

In general overall , implementation of business strategy sustainable by the company multinational can give impact positive No only to sustainability environment but also towards profit financial in term long . However , the challenges that still There is is How ensure that investment term long This can accepted by stakeholders more interests focus on results financial term short . Therefore that 's important for company For Keep going innovate in develop a business model that can integrate objective sustainability with achievement balanced finances.

CONCLUSION

from article This confirm that implementation business strategy sustainable in management economy play role crucial in increase performance company multinational in the middle global challenges . Through study in -depth literature , found that investment in technology friendly environment , practice operational sustainable , and policies not quite enough answer social company (CSR) does not only contribute to preservation environment , but also encourages improvement profitability term long . This strategy allow company For create superiority competitive , reduce risk operational , and responding demands stakeholders growing interests care to sustainability . With Thus , integration principle economy sustainable in business



strategy become key for company multinational For reach sustainable and impactful growth positive in a way economic , social and environmental.

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