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**THEORETICAL GROUND OF SUSTAINABLE DEVELOPMENT CONCEPT****Semenenko I.M.****ТЕОРЕТИЧНІ ОСНОВИ КОНЦЕПЦІЇ СТАЛОГО РОЗВИТКУ****Семененко І.М.**

*Different scientific concepts and theories already take into account some of sustainable development concept's regulations, which are usually on boundaries of its constituents: economic and social, economic and ecological, social and ecological. The article deals with those theories, which construct enterprise sustainable development concept. These individual theories give their consideration only to some aspects of business activity or to all of the aspects, but in a narrow context, while sustainable development concept covers all directions and aspects: economic, ecological and social. The origin and development of these theories defined the modern theoretical construction of sustainable development concept; contributed to the advanced study of economic, ecological and social systems' interaction, the results of which can be used in studying sustainable development concept; and outlined the necessity for an enterprise to set new goals in accordance with the new conditions of business environment.*

**Key words:** sustainable development, enterprise, aspect, boundary, theoretical ground, description, concept.

**1. Introduction.** The changes, which take place in society, enterprises' activity and their surroundings, prove the necessity for an enterprise to change its approach to goal-setting and take into account the goals of numerous entities, individuals and other stakeholders to provide its own sustainable development. Obviously, sustainable development concept is the one, which takes into account the variable processes in enterprise's environment, high level of uncertainty, interests and goals of enterprise's stakeholders. Transition to sustainable development of enterprises has already been widely discussed, however, it remains conditioned by existence of objective complications in activity of enterprises and presence of various theories and management concepts, which give consideration to different aspects of sustainable development.

**2. Analysis of publications in relation to research object.** Relationships of certain issues of sustainable development concept, management concepts, and other sciences have already been examined by Ukrainian and foreign researchers. The researchers discuss relationship of different aspects of sustainable development: social and ecological [1, 8, 9], economic and ecological [4, 5, 8, 10, 11], economic and

social [2, 3, 6, 7, 9]. Questions, which are examined by them, can be also viewed within the terms of sustainable development concept. Moreover, they lay the basis for sustainable development concept by providing certain regulations and explaining the reasons and nature of some of the concept's principles. Therefore it is necessary to examine those theories, which construct sustainable development concept. **Thus the object of the article** is to define the theoretical ground of sustainable development concept

**3. Results of research.** Sustainable development of an enterprise is such a type of development, at which attention is given not only to economic growth of an enterprise, but also to social and ecological aspects of its activity. An enterprise can be considered to be developing sustainably only when it sets and reaches the goals, which foresee positive changes in economic, social and ecological aspects of enterprise's activity. The goals, as a rule, are set not only in a certain direction, but can be found on borders of these aspects.

Questions, which touch social and ecological aspects of enterprise activity and contradictions in its goals, which are set according to these aspects, have already been examined in works [1, 8, 9]. Problems of "society-nature" systems are examined by social ecology, sociology of ecology, urban ecology, psychoecology, ethnic ecology, ecology of population etc. These sciences try to consider the influence of a man's activity (including economic activity) on environment, and discover, how the change of environment itself will influence a man. Obviously, the goals, which are set by a man or a group of people, result in changes in his or their surroundings, which, in their turn, influence the achievement of goals and/or changes in future goals. Thus, harmonic existence of nature and a man is possible only through ensuring concordance of a man's (or society's) goals with the principles of environment existence and development.

The theories and research results may be used by supporters of sustainable development, as enterprise's activity considerably influences changes in surrounding environment, which, in its turn, causes changes in lives and interests of people. Despite the fact that these sciences study correlation of ecological and social

systems and take part in prognostication of the results of their co-operation, they also take into account economic systems, which are created by a man to achieve certain goals. Thus, sustainable development concept can also use the information and accomplishments of these sciences, as exactly interrelation of a man and environment, and their mutual influence conditioned the emergence of sustainable development concept.

Economics is also related to ecology, first of all, because enterprises of different industries influence environment. In addition, the idea, that a man should care about nature and try to leave it in its initial state, is being popularized at present. However, this connection has not been always stressed in scientific literature. G. Hegel asserted that a man is called to exploit nature, and he changes it with satisfying his necessities and attaining goals [12]. The criterion of efficiency of human activity till the middle of the 20th century was receipt of maximum goods at minimum costs and uncontrolled, predatory exploitation of natural resources, and the basic principle of attitude toward nature was domination above it and its complete subjugation to a man [12]. Later negative influence of economy on environment became a usual question on global summits and conferences. The discussion of this question resulted in the ecological-economic evaluation of different programs and projects, origination of ecological management and economics of nature management.

Sustainable development concept is often associated with ecological management, however the latter embraces a more narrow circle of questions than sustainable development concept. Ecological management examines correlation of economic and ecological interests of an enterprise, while sustainable development concept puts social aspect of enterprise's activity as the purpose of study together with economic and ecological aspects.

Problems of co-operation of economic and natural systems, and also ecological and economic aspects of enterprise's activity are examined by such sciences, as economy of nature management, economy of nature conservation, ecological marketing, industrial ecology, biophysical economy [4, 5, 8, 10, 11]. They pay attention to those problems, which are also set as vital by sustainable development concept: influence of enterprises on environment, the problem of depletion of natural resources, contradiction between economic development of an enterprise and necessity to guard environment by it etc. Paying attention to natural resources is conditioned by their participation in production processes and receipt of income by an enterprise. Careful attitude and economical consumption of natural resources will assist extending their usage by an enterprise and, consequently, provide income to it in a long-term process. Some regulations of the noted sciences also relate to the regulations of sustainable development concept, as within the limits of sustainable

development concept ecological processes are also examined, the usage of natural resources in enterprise activity is analyzed, careful attitude toward environment and economical consumption of natural resources are welcomed. However, together with ecological-economic problems sustainable development concept consciously takes social problems of society and social aspects of enterprise activity into account.

Regulations of sustainable development, which belong to its social and economic constituents, are examined by sociology of economy, social management, concept of marketing, ethics, social responsibility of business etc. [2, 3, 6, 7, 9]. These concepts and theories examine social development of an enterprise, its connection to economic indicators, co-operation of social and economic processes, combination of entrepreneurial activity with solving of population's social problems, set responsibility of an enterprise for its activity before society, where it operates. Ecological aspect of enterprise's activity is also mentioned in some of the concepts, for example, in the socially responsible and ethical marketing. Social responsibility actually examines not only the influence of enterprises on society (as a group of people) (so called socio-economic aspect), but influence of their activity on environment, which surrounds this group of people. While transitioning to sustainable development path, an enterprise begins to "care" about other business entities and society, introduces business ethics principles into its activity, and also tries to take into account goals and expectations of all stakeholders. At the same time, compared to these concepts and theories (which examine social and economic aspects of enterprise activity), sustainable development concept is more general, as it covers the whole activity of an enterprise, marking its every aspect as important.

Thus, the theoretical construction of enterprise sustainable development concept can be presented at figure 1, and description of the elements of the theoretical construction is shown in table.

**4. Conclusion.** Thus, different scientific concepts and theories already take into account some of sustainable development concept's regulations, which are usually on boundaries of its constituents: economic and social, economic and ecological, social and ecological. These individual concepts give their consideration only to some aspects of business activity or to all of the aspects, but in a narrow context, while sustainable development concept covers all directions and aspects: economic, ecological and social. The origin and development of these concepts defined the modern theoretical construction of sustainable development concept; contributed to the advanced study of economic, ecological and social systems' interaction, the results of which can be used in studying sustainable development concept; and outlined the necessity for an enterprise to set new goals in accordance with the new conditions of business environment.

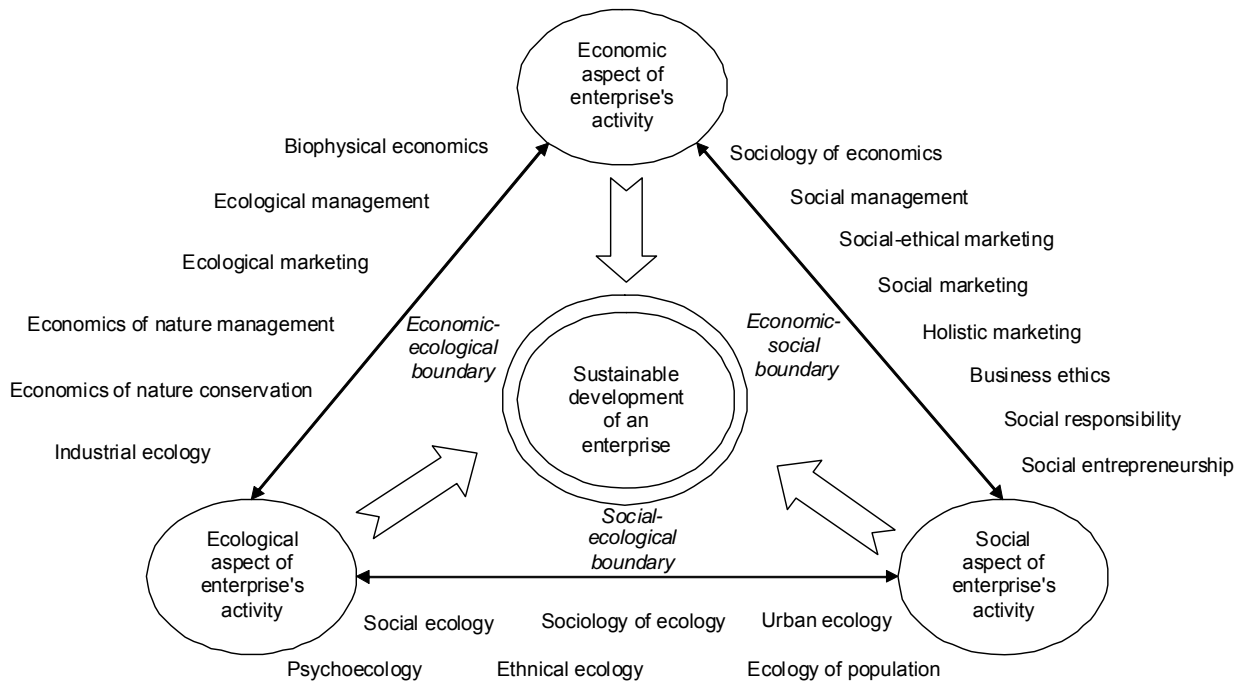


Fig. Theoretical construction of enterprise sustainable development concept

Description of the elements of the theoretical construction of enterprise sustainable development concept (composed with the help of [1-11])

Table

Elements of the theoretical construction	Main points, which correlate with sustainable development concept
<b><i>On boundary of economic and ecological constituents of sustainable development concept</i></b>	
Biophysical economy	Research of economic processes, using basic ecological and thermodynamics principles, analysis of natural resources usage in economic processes
Ecological management	Research of correlation of enterprise's economic and ecological interests, its activity in relation to attaining ecological goals, nature protection requirements in the complex of traditional economic goals of an enterprise
Ecological marketing	Research of methods of satisfaction of consumers' ecologically oriented necessities and requests, creation and stimulation of demand for ecological goods, solving conflicts between economic development of enterprises and necessity of environmental protection
Economics of nature management	Research of methods of a man's influence on nature for maintenance of dynamic equilibrium, rotation of matters and substances in nature, estimation of losses by any person or entity, caused by inefficient nature management
Economics of nature conservation	Research of ways and methods of environment improvement, performed by an enterprise
Industrial ecology	Research of ecological-economic systems, economic activity of people and enterprises in interrelationship with biological, chemical and physical global systems
<b><i>On boundary of economic and social constituents of sustainable development concept</i></b>	
Sociology of economics	Research of economic and social sphere of life of society in general, interaction of social and economic processes, economic consciousness, economic thoughts and economic interests
Social management	Research of enterprise's social development management, methods of providing efficiency of economics development taking into account economic and social results, social phenomena, relations, behavior and activity of people in a social sphere
Social-ethical marketing	Research of demand of enterprise's products taking into account constantly changing consumers' interests; ways, how products can gain additional value for users and society
Social marketing	Research of methods of influence on human behavior on a large scale, taking into account marketing principles mainly with the purpose of social benefits, rather than gain profit from sales

Elements of the theoretical construction	Main points, which correlate with sustainable development concept
Holistic marketing	Research of methods of consumers' satisfaction with simultaneous maintenance and strengthening of society welfare
Business ethics	Research of ethical principles of a man's business activity, relations of businessmen, business entities and their structural subdivisions, harmonization of these relations
Social responsibility	Research of a business entity's responsibility for influence of its activity on society and environment, concordance of enterprise's activity to the international code of conduct
Social entrepreneurship	Research of methods of combination of entrepreneurial activity with solving population's social problems
<b><i>On boundary of social and ecological constituents of sustainable development concept</i></b>	
Social ecology	Research of people's and enterprises' goals, which use nature capital and influence environment, prognostication of results of ecological and social systems' co-operation
Sociology of ecology	Research of specific connections between people and environment, taking into account mutual influence and dependence of social and ecological systems, correlation of their interests
Psychoecology	Research of influence of environment and society on personality, state of mind, behavior, mood and health of a man; connections between the man's state of mind and different ecological factors
Ethnic ecology	Research of connection of ecological factors with education and vital functions of ethnic groups
Ecology of population	Research of connection of ecological factors and population
Urban ecology	Research of natural ecosystems' transformation processes under influence of increase of cities' number and size, influence of these transformations on an individual and ways of improvement of the cities' ecological state

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**Семененко І.М. Теоретична конструкція концепції сталого розвитку підприємства.**

*Сталий розвиток підприємства є таким типом розвитку, при якому увага приділяється економічному, соціальному та екологічному аспектам його діяльності. Стаття присвячена визначенню теоретичної конструкції концепції сталого розвитку підприємства та описує її елементи. У статті представлені проблеми цілепокладання на підприємствах і взаємодії систем на межі зазначених аспектів; позначені концепції, теорії та системи знань, які оперують проблемами сталого розвитку підприємства; визначені положення цих наук, які відповідають або є тотожними концепції сталого розвитку.*

**Ключові слова:** сталий розвиток, підприємство, аспект, межа, теоретична конструкція, опис, концепція.

**Семененко И.М. Теоретическая конструкция концепции устойчивого развития предприятия.**

*Устойчивое развитие предприятия является таким типом развития, при котором внимание уделяется экономическому, социальному и экологическому аспектам его деятельности. Статья посвящена определению теоретической конструкции концепции устойчивого развития предприятия и описывает ее элементы. В статье представлены проблемы целенаправленного на предприятиях и взаимодействия систем на грани отмеченных аспектов; обозначены концепции, теории и системы знаний, которые оперируют проблемами устойчивого развития предприятия; определены положения этих наук, которые отвечают или являются тождественными концепции устойчивого развития.*

**Ключевые слова:** устойчивое развитие, предприятие, аспект, граница, теоретическая конструкция, описание, концепция.

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