

## **Sustainable Development in the Field of Commerce, Management & Economic in the 21<sup>st</sup> Century**

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### **ABSTRACT**

*In the 21<sup>st</sup> century sustainable development is an essential issue for the humankind modern economic growth began in England in 1760 & eventually spread to entire world before the industrial revolution in the world was nearly equal in its poverty IR changed human history and human destiny but increases huge gap between rich & poor the world is economically developed but not achieved sustainable development. Human has become a serious threat to its own future well being and perhaps even survival in the 21<sup>st</sup> century.*

*Keywords: Climate Change, Industry Revolution, Planetary Boundaries, Poverty, Sustainable Development, Sustainable Economy, Sustainable Transport, Threat to Civilization*

### **INTRODUCTION**

Sustainable development first become prominent in international discussion in the 1980, & was the central theme of the united nations. Conference on environment & development in riode janerio in 1992. SD tries to make sense of the interactions of three complex system.

- 1) The world economy
- 2) The global society
- 3) The earth physical environment,

The development is sustainable if economic progress is widespread , extreme poverty is eliminated .Education, health acquisition , creation, and adaptation of information knowledge skills & values is a key level of sustainable development life of human species has been around for roughly 150000 year & our agricultural civilization is roughly 10000 year old.

### **SUSTAINABLE GROWTH**

The first group of work under consideration emerged from standard economic although the notion of sustainable development arose, in part from the critique of growth other types of work complete this doctrinal system by emphasizing the idea that sustainable growth is in line with environmental development and environment protection.

### **BENEFITS FROM SUSTAINABLE TRANSPORT**

- 1) Sustainable
- 2) Social
- 3) Economic
- 4) Public health
- 5) Transport
- 6) Urban development

### **SUSTAINABLE ECONOMY**

In a society of many people are very poor and some limited people are very rich , then we cannot say the economy of this society a sustainable economy a society and environmentallly sustainable economic system operating with the purpose of facilitating a good life with dignity for all while respecting nature as an integral part of life to achieve this a fundamental shift in economic rationality is required

Sustainable development goals it is argued that twin priorities for the formulation of SDG must be the protection of earth life –support system & poverty reduction six provisional SDG are proposed as follows

- 1) Thriving lives and livelihood
- 2) Food security
- 3) Water security
- 4) Clean energy
- 5) Health and productive ecosystem
- 6) Governance for sustainable societies

#### **OBJECTIVES OF THE STUDY**

- 1) The objectives of the article is to conscious the humanities about the sustainable economic development
- 2) The population of the world become 7.29 billion for the sustainability of these people & their and their sustainable procedure of the economy
- 3) In the 21<sup>st</sup> all the countries should work together to make the world livable for the creatures we hope our attempt will be partial helpful for the readers to know about the fate of future generations

#### **LITERATURE REVIEW**

##### **SRIVASTAWA KAMAL SAROOP (2010),**

in his book, discusses on scientific study of rural society. Rural sociology associates with the study of social life in non – metropolitan areas. The study is social arrangements and behaviour amongst people distanced from economic activity. It is scientific study of village community is a pre – requisite for democratic decentralisation. In rural society village is community. It is also a primary institution for development. This book contains rural sociology with culture and life style topics. It also included themes related to Indian society. It also contains urban life style with growth of cities. And these developed cities became hub centres.

##### **MUKHERJEE SAMPAT (2011),**

in his book, explains about various approaches to economic development. For the economic growth various theories are presented from time to time. It also includes human development concepts. This concept is defined as enhancement of people’s capabilities, choices and contribution. Economic development role has been studied from different viewpoints. The author concentrated on micro economic foundations, investment functions etc. Other areas include economic reforms, major accomplishments of Indian planning process and so on.

##### **D’SILVA RAJEEN (2010),**

in his book, express views about Vasai Fort in Marathi version. It includes Vasai Taluka since ancient period. D’silva makes a real picture of the tremendous transformation the Portuguese caused in the social and economic structure and in the way of living of the population at the economic progress. It explains regarding Vasai Fort and surrounded area. It also explains nearest tourist places and temples. Dr. D’silva also explains regarding how to reach at various tourist places with the help of mode of transport that is railway and roadways. India (2008), focuses on achievement and progress in India. It is one of the oldest civilization in world with variety and rich cultural heritage. This book explains regarding the regions, borders of country, population, national symbols etc. It also analyse role of Government, at different level that is central, state and local bodies as well as services provided by various ministries. Page | 16 This book also focus and viewed on various areas such as Art and culture, defence, education, environment, transport, finance, health and family welfare, rural development etc. And after independence how each areas faced challenges. These challenges have shown tremendous changes in this area.

**PATHAK MANJU L. (2013),**

in her book, states on Indian Economy with changes and challenges. Indian economy has gone through various changes in various eras. After 1991, reforms challenges may become more competitive. India had the distinction of being the world's largest economy. It is accounted for about 32.9 % of world GDP and about 32.5 % of world population. In India international trade reached 29 % of GDP by 2006. Poverty is the main problem in which a person fails to maintain a living standard adequate for his physical and mental efficiency. For the progress of India it is also necessary to reform the current legal and administrative arrangements for regional and local governments. Industrialisation is the period of social and economic change that transforms human group from an agrarian society into an industrial one. Social change and economic development are closely related with technological innovations.

**NACHANE D. M.**

in his edited book, "India Development Report" (2011), analyses changes in Indian Economy in post reform period. Indian economy has experienced significant changes since post reform period that is 1991. In post reform period India has shown good achievements in various sectors. Some of its indicators are economic growth, exports, balance of payments, foreign exchange, service sector growth, revolution in IT sector, stock market boom and so on. These economic reforms have contributed to economic stability and growth. The economy expanded by 8.9 % in the first half of the current fiscal year (2010 – 11) making it fastest growing economy of the world. This book provides independent assessment of Indian economy. Singh Sita Ram (2005), in his book, viewed issues related to poverty alleviation and sustainable development. Poverty is multidimensional global phenomenon. Global poverty is largest challenge to suitable development. Though poverty is wide spread phenomenon, of LDCs (Less Developed Countries) as well as developed nations, its nature and magnitude are not uniform. Economic reforms inc

**DATA SOURCES AND METHODOLOGY**

A case study is a way of checking a special phenomenon and is a good method to find a proper explanation and an in-depth understanding. Interviews and questionnaires allow researchers to deal with a large amount of evidence . It is important to know if there is a need to make a multiple or a single selection for the case study. Many points of view can show how conditions change over time. According to Yin, the multiple case study can give a better explanation because it provides the expected results of multiple sources of data collected . In this respect, a multiple case study on e-commerce and sustainability was chosen for this study. Table 3 shows the criteria used to select the e-commerce companies.

Selection criteria for the companies. Companies E-commerce Accessibility Sustainability A Source: authors' own editing, 2018 Two of the four companies in Jordan and Kenya have been selected upon the basis of criteria related to e-commerce and business activities. The other two companies have a lack of accessibility and for this reason have not been selected. This study will not show the names of companies for confidentiality reasons. Company A works in the virtual market, whilst company B has a physical store (offline store) and a virtual store (online store). Following Bell and Waters , semi-structured interviews were used in this study. The semi-structured interview contains two types of questions: Predefined open questions and closed questions. E-commerce and sustainability are the main topics of the interviews used in order to obtain a deep understanding of e-commerce and sustainability. Table 4 illustrates the selection criteria for targeted respondents in the companies. Three interviews were conducted in order to get sufficient data. Company A conducted one interview, while company B conducted two interviews. Company B is a much larger company than company .

Interview data. Interviews Company Interviewees Data Duration/min 1 B Sustainability Manager 2 September 2018 30 2 A CEO 4 September 2018 35 3 A HR Manager 4 September 2018 28 Source: authors' own editing, 2018 Before starting the interviews the aim of the study was explained to the respondents to make them feel comfortable and aware of the questions and express themselves without any reservations. This decision was taken to show respect, understanding, and interest in the respondents, and to encourage them to talk freely Questions had been sent to respondents previously. In Jordan, the interviews were conducted in Arabic, while in Kenya in English to eliminate any language

difficulties and misinterpretation. The interviews were conducted at company A's premises and permission was given to record the interviews to ensure that the correct material and information was used. The duration of each of the interviews was approximately 30 minutes. Sustainability 2019, 11, 89-13 of 22 A telephone interview was conducted with company B because of the ease of access, speed, and lower cost. This type of interview is effective and more convenient. The disadvantages and difficulties of telephone interviews are establishing trust and a personal connection over the telephone.

#### DISCUSSIONS

The authors of the chapter applied a holistic approach in the context of defining the factors in the business environment and society that have significant impact on the managerial strategies, which will help managers to understand why and how they need to adopt or change the business process with the goal of transforming the intangible assets for the reorganization of the business model, which includes the characteristics of society in the first part of 21<sup>st</sup> century.

The characteristics of the present time is the social innovation entrepreneurship based on research & development, deregulation, increased funding with venture capital & contemporary derivatives crowd funding & international protection of intellectual property

#### RECOMMENDATION

All the developed & industrialized countries should try to reduce GHG emissions & must be conscious in harmful chemical pollutions. They will also try to remove the absolute poverty from the society by 2020. to make the world poverty free. every nation will try to achieve MDGS & SDG. the government countries will not cross the boundaries to make future generations. They also respect the green economy & sustainable development transport. the leader of developing countries must be conscious about population growth global urbanization should be in sustainable ways. free health services for all are necessary globally for sustainable development in health sector

#### CONCLUSIONS

We have reviewed three bodies of economic work in the field of sustainable development. the brief overview covered in the text, which evidently deserved to be completed & refined, presented an extensive range of set social proposals & objectives and falls within the values & objectives there is also a discussion, it becomes clear that it is also the manner in which the economic discourse is shaped and the importance granted to economic logic that are debated.

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