## SUSTAINABLE DEVELOPMENT MANAGEMENT: CHALLENGES AND PROSPECTS IN THE POST-WAR PERIOD

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**Abstract.** The article reflects the theoretical foundations of sustainable development management of an enterprise. The main effects of sustainable development management (economic effect, social effect, environmental effect) are analyzed. The main challenges and threats to the management of sustainable development of enterprise are identified. The perspective directions of development of management of sustainable development of enterprise are recommended.

**Keywords:** sustainable development, economic effect, social effect, environmental effect, entrepreneurial activity, competitive advantages, inclusive development.

Globalization poses new challenges for businesses, including security and sustainability. To ensure the security of an enterprise in the global world, it is important to have an effective cybersecurity strategy that protects against cyberattacks and malicious interference. Achieving sustainable development is indeed a crucial challenge for the success and progress of an enterprise. Sustainable development involves meeting the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses economic, social and environmental dimensions, seeking to achieve a balance that ensures long-term well-being for all. Increasing the rate of economic growth is essential to ensure inclusive development (to increase incomes and improve the quality of life).

The relevance of this study is to identify the challenges and priority areas for sustainable development of the enterprise. Sustainable development focuses on meeting the needs of the present without compromising the ability of future generations to meet their own needs. By understanding the challenges and prioritizing areas of focus, an enterprise can work toward long-term success, taking into account social, environmental, and economic impacts.

Sustainable economic development of enterprises involves ensuring a balance between economic, social and environmental aspects of business management. This helps to increase the competitiveness of the enterprise and reduce its negative impact on the environment. With regard to the nature and prospects of enterprise development, this may include the introduction of the latest technologies, expansion of sales markets, improvement of the quality of products and services, and development of innovative strategies. Many leading domestic and foreign scientists, such as Hrebenyuk N.V. [1], Petrovska O.M., Serhiychuk S.I., are engaged in research on reducing unemployment, improving living standards and proposing strategies to achieve sustainable economic growth at the level of enterprises and the country as a whole. The works of Kifiak V.I. [2] consider key approaches and components of business development aimed at combining innovative strategies with the principles of sustainable development. Despite the large number of studies, the issue of identifying current challenges and prospects for sustainable development of the enterprise remains relevant in the post-war period.

Sustainable development is an important element in the development of an enterprise, especially in the post-war period, which helps to ensure the sustainability and resilience of operations in the face of uncertainty and changes in the market. After all, sustainable development helps to retain and attract new customers, increase the company's competitiveness and ensure efficient resource management. Sustainable development management is a practice that takes into account the needs of the present generation without compromising the needs of future generations. Sustainable development management is aimed at preserving natural resources, reducing emissions of harmful substances into the atmosphere, supporting socio-economic development and improving the quality of life of the population. It is important to strike a balance between economic, social and environmental aspects to achieve sustainable development [1, p. 4; 2, pp. 3, 6].

Sustainability management must balance economic, social and environmental effect to achieve sustainable development:

the economic effect is to increase production efficiency, reduce resource costs, increase competitiveness and promote innovation. Through sustainable development, a company can reduce its costs

for energy, water and other resources, which will increase its profitability. In addition, sustainable management allows the company to meet the requirements of consumers who increasingly prefer companies with high standards of sustainable development;

*the social effect includes*: improving the quality of life of employees by providing safe working conditions, social guarantees and opportunities for self-realization, improving the quality of life of residents and preserving resources for future generations. A company's business reputation can also grow through active participation in social programs and initiatives. Thus, the social effect in managing the sustainable development of the enterprise contributes to improving the quality of life of employees, protecting the environment and the company's positive reputation in the eyes of society;

*the environmental effect* is to reduce the negative impact of production activities on the environment, use environmentally friendly technologies, increase the use of renewable energy sources, implement ecosystem restoration programs and reduce emissions of harmful substances. The result of this approach is the conservation of natural resources, increased competitiveness of the company, and improved reputation among consumers and other stakeholders. The effective combination of these three effects helps to ensure long-term stability and prosperity for the enterprise in the post-war period [3, pp. 313, 315].

Sustainability management really means managing the risks and threats that can affect a company's image and value. This is an important aspect for business preservation and growth. It is important to develop strategies to prevent possible negative consequences and ensure the sustainable development of the enterprise. There are various challenges in managing the sustainable development of an enterprise, including the following:

effective management of costs and resources to reduce expenses and increase profitability;

development and implementation of the latest technologies and innovations that will provide competitive advantages in the market;

creation of a sustainable development strategy that takes into account both current needs and future market requirements;

ensuring a high level of corporate responsibility, including environmental protection and social responsibility;

improving product quality, threats to the sustainable development of an enterprise include insufficient attention to environmental issues, lack of social responsibility, insufficient planning for the future, high levels of environmental pollution, and unstable market conditions.

For successful sustainable development of an enterprise, it is important to take into account these threats and take appropriate measures to minimize them [4, pp. 80-82].

Despite the above-mentioned challenges and threats, sustainable development management involves holistic and prudent planning of actions aimed at balancing the needs of present generations without compromising future ones. This means efficient use of resources, avoiding the depletion of natural sources, preserving ecosystems, and promoting renewable energy sources. The development of sustainability management opens up new opportunities for creating a more environmentally friendly, socially responsible and economically stable enterprise. This can help not only preserve the environment, but also improve the quality of life of employees and society and create new opportunities for development in the post-war period.

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