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## **ENVIRONMENTAL SUSTAINABILITY AS A COMPETITIVE ADVANTAGE OF ENTERPRISE IN THE GLOBAL MARKET**

*Ensuring the economic, social and environmental aspects of sustainability within the scope of each enterprise's activity is one of the important issues facing each enterprise. Especially in recent times, the importance given to ecology by customers around the world, their preference for ecologically clean products when choosing goods and products, and their positive attitude towards enterprises that do not harm the environment indicate the increasing importance of environmental sustainability to businesses.*

*In the article, the issues of the enterprise achieving environmental sustainability by choosing the right strategy, thereby increasing the chance to enter new markets, customer satisfaction, productivity, increase in sales volume and obtaining a competitive advantage were involved in the research. It has been emphasized that the enterprises that choose green production have increased their reputation and gained advantage in global markets and among customers with innovative technologies and approaches.*

**Purpose:** is to show that a company's preference for an ecologically sustainable approach is important not only for the environment and the world, but also for its own sustainable development and future, taking into account that a profit-oriented approach leads to pollution and the depletion of natural resources that business needs.

**Methodology:** Research and analysis method was used in the research work

**The results of the research:** As a result of the research, it was concluded that the enterprise's consideration of environmental issues during its activity, reduction of consumption of natural resources, transition to green production leads to an increase in the reputation of the business among potential customers, entry into new markets and an increase in competitiveness.

**Key words:** renewable resources, green production, environmental sustainability, strategy of the enterprise, customer satisfaction, competitiveness

### **Introduction**

In a market economy, achieving sustainable development, and, consequently, environmental sustainability by increasing the efficiency of resource use through the introduction of more advanced and environmentally friendly (non-waste) technologies, scientifically based nature management, recycling of production and consumption wastes become the task of the economic entities themselves. Environmental sustainability, according to O.V.Kosolapova, M.N.Ignatieva, is such a state of the natural system, in which its balanced development is ensured, integrity is maintained system for a long period of time due to the depreciation of disturbing influences, the implementation of the adaptation mechanism and the return of the system to its original or close to its original

state after leaving it under the influence of external and internal factors [1].

The environmental sustainability of corporation is its ability to rationally use natural resources, apply resource-saving and energy-saving technologies, reduce the negative impact on the environment, reduce the amount of waste by increasing the level of their processing, finding ways to turn them into by-products and mastering waste-free technologies [2].

Under environmental sustainability, the relationship between the economy of an enterprise and environmental safety is understood, minimizing the harmful effects of the production and economic activities of an enterprise on the environment.

Environmental problems have emerged as a very important problem for humans and nature from past to present. With the industrialization movements that started with the revolution and continued until today, the rapidly increasing human population, urbanization and increasing consumption need of scarce resources cause irresponsible and excessive use, and the rapid destruction of the environment and natural balance.

With the increase in human needs day by day, some businesses have adopted an uncontrolled and profit-oriented understanding with the desire to respond to this need. This understanding leads to environmental pollution, resulting in the deterioration of the natural balance and the reduction and complete destruction of scarce natural resources needed by businesses. It becomes a necessity for businesses to carry out their activities in an environment-friendly manner, both for the continuity of their existence and for the environment to be a sustainable living space.

In addition, the rapidly increasing environmental awareness in society, environmental sensitivity of customers, public interest and reactions to environmental events are now raises the question of the relations of enterprises with the environment both as a need and a necessity.

For this reason, businesses need to adapt their management strategies to these changing conditions in order to ensure the livability and continuity of the environment in which businesses are located. For this purpose, while businesses carry out their activities in accordance with the understanding of environmental sustainability, they are green in line with environmental sustainability.

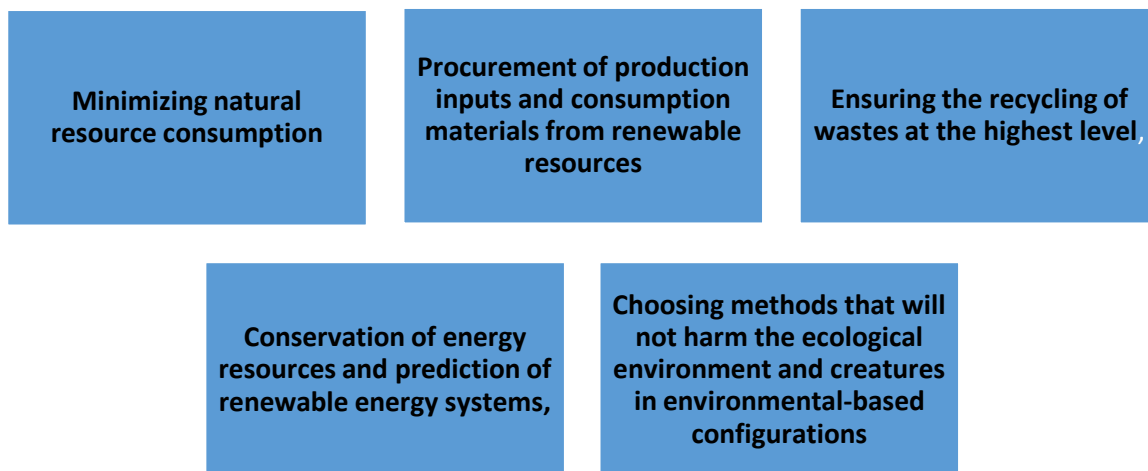
Because environmental awareness now provides competitive advantage in all kinds of markets. On the other hand, the adoption of green management by businesses is done with an environmentally sensitive attitude.

It also ensures that the needs of the environment and consumers are met. Namely, with this approach, minimization of costs (savings policies, use of renewable energy resources) and increase in consumption demand (consumers' preference for environmentally friendly products) together with increases in sales profitability provide a significant advantage for businesses [3].

Many businesses that import and export internationally now consider it necessary to have environmental management standard certificates in order to be able to sell their products and open up to new markets in line with these decisions. Textile companies in Azerbaijan, which trade with EU countries as well, need environmental management standard certificates such as OEKO-TEX Standard 100 in order to comply with the environmental standards required by the EU. The Oeko-Tex® Standard 100 certificate is issued if the inspected textile products do not contain substances prohibited by the European Union For instance, "GILAN TEXTILE PARK" LLC received OEKO-TEX Standard 100 certificates for 3 product groups [4].

In order to ensure the effectiveness of environmental sustainability, five conditions

must be fulfilled:



**Picture 1. Has prepared by the author based on**

*Source: [5]*

Let us explain in detail the above 5 conditions: if the company uses regularly only natural resources, and given that the company needs to increase production to ensure both economic sustainability. At the same time, given that natural resources are running out, that the company will have to change its strategy in the future and start looking for alternative sources, we believe that the first strategy is for each company to avoid using only natural resources or to reduce to a minimum.

Procurement of production inputs and consumables from renewable resources by the enterprise will allow it not only to experience source problems in the future, but also to continue production without harming the environment.

The recycling of wastes will lead to savings in raw materials, thus reducing costs and preventing environmental pollution, which is one of the most global problems today.

Prediction of renewable energy systems not only allows the company to find, use alternative energy sources and reduce costs, but also leads to company's support to the public policies and global strategies without harming the environment.

As we know, the production of some enterprises is directly related to the environment; In this case, it is especially important for the company to continue production in ways that do not harm the environment, and it is of particular interest to customers. In addition, production without harming the environment is more sustainable and long-lasting, as well as meeting the needs of future generations.

Enterprises also differ in their approach to the use of waste generated during the production process. Thus, if we compare the approaches of enterprises operating in the field of mining and manufacturing industry in Azerbaijan, we will see that.

### **Green production**

When studying environmental sustainability, it would be appropriate to emphasize green production, as well. Green production encompasses production processes that use environmentally friendly inputs, are highly efficient, contain little or no waste, and do not create pollution. Green production can be handled within the framework of activities that

include the prevention and reduction of waste and pollution, recycling and green product design. The production of products with minimal or low environmental impact is the simplest approach for green production [6]. Companies can create or use such processes that provide greater environmental benefits or lower environmental costs than their competitors. Such efforts can increase company costs, but on the other hand, they allow them to demand higher prices, gain additional market share, or both [7].

One of the most important steps of the green production process is the inclusion and use of green technology (environmentally friendly technology) in the production process of recycling technology. Undoubtedly, it is necessary to use environmentally friendly technology to produce environmentally friendly products. The equipment and materials used in the period from the raw material stage to the product stage of the environmentally friendly product must have a technology that does not pollute the environment and saves energy and resources. In the same way, the filtering of the wastes after the formation of the product or the recycling of the wastes is possible thanks to green technology.

### **Identifying green production opportunities**

It can be said that another important stage in determining green production possibilities is the green innovation stage. Environmental innovation is the development and implementation of new ideas, attitudes, products and processes that will reduce the damage to the environment in a way that supports sustainable development [8].

### **Conclusion**

Especially in recent years, the unconscious behavior of businesses in their attitudes towards the environment, the pollution of the environment and the deterioration of the natural balance have caused serious reactions in the public. Businesses that pollute the environment suffer a significant loss of image and suffer significant material and moral losses by being punished by both the law and the society. In addition, in recent years, compulsory legal obligations for businesses to protect the environment, environmental management standard certificates that must be obtained encourage businesses to be more sensitive to the environment.

Finally, it is seen that there is a significant and positive relationship between the green business activities of the enterprises for environmental sustainability and the chance to enter new markets, product prices, customer satisfaction, productivity, competitiveness and sales amount.

If an enterprise that aims to achieve environmental sustainability realizes that this will have a positive impact not only on the environment and creatures, but also on its company, revenue and reputation, it will set an example for other companies and future generations will no longer suffer from environmental problems like ours.

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## EKOLOJİ DAYANIQLILIQ MÜƏSSİSƏNİN QLOBAL BAZARDA RƏQABƏT ÜSTÜNLÜYÜ KİMİ

### XÜLASƏ

Hər bir müəssisənin fəaliyyəti çərçivəsində dayanıqlılığın iqtisadi, sosial və ekoloji aspektlərini təmin etməsi biznesin qarşısında duran mühüm məsələlərdən biridir. Xüsusilə son dövrlərdə bütün dünyada müştərilər tərəfindən ekologiyaya verilən önəm, mal və məhsul seçərkən onların ekoloji cəhətdən təmiz məhsullara üstünlük verməsi, ətraf mühitə zərər verməyən müəssisələrə müsbət münasibət ekoloji dayanıqlılığın biznes üçün əhəmiyyətinin artmasından xəbər verir.

Məqalədə müəssisənin düzgün strategiya seçərək ekoloji dayanıqlılığa nail olması, bununla da yeni bazarlara çıxmaq şansının artması, müştəri məmnuniyyəti, məhsuldarlıq, satış həcmində yüksəlmə və rəqabət üstünlüyü əldə etməsi məsələləri tədqiqata cəlb olunmuşdur. Yaşıl istehsalı seçən müəssisələrin innovativ texnologiya və yanaşmalarla qlobal bazarlarda və müştərilər arasında nüfuzunun artması və üstünlük əldə etmələri vurğulanmışdır.

**Məqsəd:** mənfəət yönümlü yaşayışın ətraf mühitin çirklənməsinə və müəssisənin ehtiyac duyduğu təbii ehtiyatların tükənməsinə səbəb olduğunu nəzərə alaraq şirkətin ekoloji cəhətdən dayanıqlı yaşayışa üstünlük verməsinin təkcə ətraf mühit və dünya üçün deyil, həm də öz davamlı inkişafı və gələcəyi üçün vacib olduğunu göstərməkdir.

**Metodologiya:** Tədqiqat işində tədqiqat və təhlil metodundan istifadə edilmişdir

**Tədqiqatın nəticələri:** Tədqiqat nəticəsində belə qənaətə gəlinmişdir ki, müəssisənin fəaliyyəti zamanı ekoloji məsələlərə diqqət yetirməsi, təbii ehtiyatların istehlakının azaldılması, yaşıl istehsala keçidi rəqabət qabiliyyətinin və potensial müştərilər arasında nüfuzunun artmasına, və yeni bazarlara çıxmasına səbəb olur.

**Açar sözlər:** bərpa olunan resurslar, yaşıl istehsal, ekoloji dayanıqlılıq, müəssisənin strategiyası, müştəri məmnuniyyəti, rəqabət qabiliyyəti

**ЭКОЛОГИЧЕСКАЯ УСТОЙЧИВОСТЬ КАК КОНКУРЕНТНОЕ ПРЕИМУЩЕСТВО  
БИЗНЕСА НА МИРОВОМ РЫНКЕ*****РЕЗЮМЕ***

Обеспечение экономических, социальных и экологических аспектов устойчивости в рамках деятельности каждого предприятия является одним из важных вопросов, стоящих перед бизнесом. Особенно в последнее время важность, придаваемая экологии покупателями во всем мире, их предпочтение экологически чистых продуктов при выборе товаров и продуктов, их положительное отношение к предприятиям, не наносящим вреда окружающей среде, свидетельствуют о возрастающей важности экологической устойчивости для бизнеса.

В статье к исследованию были привлечены вопросы достижения предприятием экологической устойчивости за счет выбора правильной стратегии, тем самым повышения шанса выхода на новые рынки, удовлетворенности клиентов, производительности труда, увеличения объема продаж и получения конкурентного преимущества. Было подчеркнуто, что предприятия, выбравшие экологически чистое производство, повысили свою репутацию и получили преимущество на мировых рынках и среди клиентов благодаря инновационным технологиям и подходам.

***Цель:*** показать, что предпочтение компанией экологически устойчивого подхода важно не только для окружающей среды и мира, но и для ее собственного устойчивого развития и будущего, принимая во внимание, что подход, ориентированный на получение прибыли, ведет к загрязнению и истощению природных ресурсов, необходимых бизнесу.

***Методология:*** В работе использовался метод исследования и анализа.

***Результаты исследования:*** В результате исследования сделан вывод о том, что учет предприятием экологических вопросов в процессе своей деятельности, сокращение потребления природных ресурсов, переход на экологически чистое производство ведет к повышению репутации бизнеса среди потенциальных клиентов, выход на новые рынки и повышение конкурентоспособности.

***Ключевые слова:*** возобновляемые ресурсы, зеленое производство, экологическая устойчивость, стратегия предприятия, удовлетворенность клиентов, конкурентоспособность