



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

International Journal of Development Research

Vol. 11, Issue, 11, pp. 51903-51906, November, 2021

<https://doi.org/10.37118/ijdr.23315.11.2021>



RESEARCH ARTICLE

OPEN ACCESS

## ENVIRONMENTAL MANAGEMENT: PREMISE FOR SUSTAINABLE DEVELOPMENT IN BUSINESS ORGANIZATIONS

\*Asnaldo Macías Lima, Yanet Rodríguez Oro, Yazmín Macías Socorro, Wilfredo Hernández López and Adnely Yera Jacomino

Cumanayagua Municipal University Center. Hundred fires. Cuba

### ARTICLE INFO

#### Article History:

Received 15<sup>th</sup> August, 2021  
Received in revised form  
16<sup>th</sup> September, 2021  
Accepted 10<sup>th</sup> October, 2021  
Published online 28<sup>th</sup> November, 2021

#### Key Words:

Environmental Management, Corporate  
Responsibility, Business and cleaner production.

#### \*Corresponding author:

Asnaldo Macías Lima

### ABSTRACT

Concern for the environment and the effects that business organizations leave on it, makes it of interest to many scholars on the subject in terms of its current reality, in which it is stated that responding socially and environmentally costs company's money. However, the footprint that business activity leaves on the environment in its production processes is imminent, so environmental management must be justified to invest in prevention, control and environmental restoration in the place where each company is located. with cleaner productions.

Copyright © 2021, Asnaldo Macías Lima et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Asnaldo Macías Lima, Yanet Rodríguez Oro, Yazmín Macías Socorro, Wilfredo Hernández López and Adnely Yera Jacomino. "Environmental management: premise for sustainable development in business organizations", *International Journal of Development Research*, 11, (11), 51903-51906.

## INTRODUCTION

Concern for environmental problems is becoming ever greater in current contexts. The causes and consequences of socio-environmental problems inherent to business development worldwide, arouses interest in considering environmental criteria as part of the business management developed by organizations in search of sustainable development, accompanied by practices with social responsibility. At the present time Companies have a close relationship with their environment, and an idea materializes through a commercial activity which requires action policies regarding the care and protection of their business environment, which has global repercussions. That is why the relationship between employer, worker, product, market and the environment, has to be directed to environmental policies based on the main problems that each production process can generate to its workers, to water, air, soils, as a whole to the environment. For this, environmental management actions must be carried out from the design stage of each product until it goes to market with its environmental labeling through a comprehensive work of the instruments identified in each production strategy, where appropriate regulations must be established. for the protection and care of the environment; However, some of them are ignored in specific cases when there are priority activities to develop a certain product or when there is a low perception of risk of what each production process can affect the environment.

**Main body of Development:** It is necessary to point out that the environment includes the result of the relationships established between society and nature, a product of human activity in the creation of material goods throughout the centuries, to satisfy their needs; and it is considered as an open system of historical formation, flexible in its limits and with spatial expression. Its current degree of deterioration has its origin in the forms of production and consumption since the first industrial revolution. This has generated inequality and extreme poverty in a world where a minority extracts the natural wealth that belongs to the majority of human beings living on planet Earth. The consequences of these actions of appropriation and concentration of wealth are disastrous on a global scale, since every day environmental problems that affect the entire population without distinction of classes are worsening and they are generated as a result of the productive processes in companies, factories, workshops or other forms of production. According to the above, Olis (2018) recognizes the company as the institution or economic agent that makes decisions about the use of production factors to obtain goods and services offered in the market. Also at another time they indicate the productive activity as the transformation of intermediate goods (raw materials and semi-finished products) into final goods, through the use of factors, which give a benefit to both entrepreneurs, the company and its employees. workers. It should be noted then that the company is the representation of a certain environment that surrounds it, that is, it interacts with everything that is around it. In effect, the relationship of companies with the environment is

reciprocal, it is a bipolar relationship, that is to say, of a round trip. Where companies cause an impact on the environment and it on them. That is why companies must minimize their impact and adapt their production processes so that they are less aggressive and generate fewer pollutants to the environment.

From the previous section it can be stated that there are three groups of business activities that are closely related to the environment, including:

- Activities with zero or negligible environmental impact.
- Activities with reversible polluting effects.
- Activities with irreversible polluting effects.

That is why companies faced with new product changes, accelerated globalization, the appearance of new communication models, the emergence of emerging economies, the limitation of natural resources, COVID-19 and other social and environmental aspects, as well as laws, normative documents and decrees implemented by the different governments, companies and institutions in the world today. Entrepreneurs and workers of each company need to adopt more responsible behaviors in terms of the impact of their actions on the environment that surrounds them and have sustainable development as a basic principle, where the interested parties constitute the environment and condition the activities of the companies through increasingly cleaner productions. Pérez & Gardey (2015), exponen que la producción generada en cada empresa es todo aquello que surge mediante un proceso de producción. Es decir, son objetos que se compran y se venden con el objetivo de satisfacer una necesidad. Also, López, (2001), states that production is the study of the management techniques used to achieve the greatest difference between the added value and the cost incorporated as a consequence of the transformation of resources into final products to be put on the market. When taking into account the above, each employer, worker or others who intervene in the production flow processes must bear in mind the space where each company is located, called the environment, in which there are different ecosystems that make up the environment. That is, there is where the relationships between society and nature are established, the product of human activity in the creation of material goods, to satisfy their needs; considered as an open system of historical formation, flexible in its limits and with spatial expression. For Olis, (2018), the interaction between the company and its environment, is where proposals must be formulated that seek to determine the factors, trends and relationships that influence or affect the environment companies from general and specific environments. For this, it is necessary to identify the characteristics and their relationships, which allow describing each type of interaction at an external level, in terms of the description of recurring behaviors, the analysis of behaviors, to finally determine the demanding practices and interactions of the environment to companies for sustainable development.

According to the report of the World Commission on Environment and Development (UN), (1987), cited by Ivette, (2020), it states that sustainable development, or sustainable development, is the ability to satisfy human needs in the present time, without this implying compromising the satisfaction of future needs.

So for there to be an economic and social development that respects the environment, Oñate, et al., (2002), states that viable production lines must be developed, where the economic, social, and environmental dimensions are harmonized:

- **Economic sustainability:** occurs when the activity that moves towards environmental and social sustainability is financially possible and profitable.
- **Social sustainability:** based on the maintenance of social cohesion and their ability to work towards common objectives. Seen from a company, it would mean taking into account the social consequences of its activity at all levels: workers (working conditions, salary level), suppliers, customers, local communities and society in general.

- **Environmental sustainability:** compatibility between the activity considered and the preservation of biodiversity and ecosystems, avoiding the degradation of source and sink functions. It includes an analysis of the impacts derived from the activity considered in terms of flows, consumption of difficult or slowly renewable resources, as well as in terms of waste generation and emissions. This last pillar is necessary for the other two to be stable.

To harmonize the above dimensions, it is necessary to specify the corporate responsibility on the part of employers, workers and society in each of the companies from their social and business responsibility with their environment. Raffino, M. (2021), indicates that corporate social responsibility (CSR) or corporate social responsibility (CSR) is the obligation that corresponds to every for-profit organization regarding the improvement of the field in which it operates, that is, with the economic, social and cultural improvement of the surrounding community. It is also necessary to point out that according to the Green Book of the European Commission it is understood as a voluntary integration, by businessmen and workers of each company, with social and environmental concerns in their commercial operations and their relationships with their interlocutors. This type of responsibility goes beyond the necessary compliance with laws and regulations, and the ordinary functioning of the entrepreneurs of each company, who are assigned an active and voluntary role within the dynamics of support for impact initiatives. to the local environment that affects globally. In other words, it is a social work from and for community work, where entrepreneurs and company workers carry out, to give back to the community a part of the wealth that, thanks to it, the organization can generate on a daily basis. This support can be in cultural, educational, environmental, sports, community or other plans, as long as they lead to the improvement of the quality of life, so that the presence of the company not only benefits its shareholders, but also the society in general. The greater the scope of corporate responsibility, the greater is expected to be its contribution to improving the quality of life of the subjects of each community.

Being socially responsible by managers and workers of the companies, is not only complying with everything legislated by a government and institution at the international, national or local level, but also implies developing investment in less aggressive technologies, human capital, protection of the environment and interact with stakeholders. Where the sociocultural practices carried out in each company must be more competitive, whether in the interested parties inside and outside of them. According to the above, it is necessary to point out that from the internal environment of the company, socially responsible practices affect employees, shareholders, owners and include aspects such as investment in human resources, occupational health and safety, change management and management of natural resources used in the production process. The external environment represents all the processes that are carried out outside the company and where socially responsible practices are expanded to a series of interested parties such as clients, competitors, social agents, public administrations, the local community, business partners and suppliers, that is to say, society and the general public, the environment and future generations, giving a correct use to the product that is released on the market from its sustainability. Emphasize then that in both the internal and external environment there are different social groups and individuals affected directly and indirectly by the behavior of those who run each company and their workers as agents of the production process. These stakeholders are also known as interest groups or stakeholders. For this, it is necessary to point out that those integrating parts of the sociocultural processes that are carried out both internally and externally must bear in mind environmental management as an integrating means of the environment as it is part of the sociocultural business processes. These agents must acquire an active role when talking about environmental actions, it is necessary that they have a series of precise tools that allow them, among others, to identify and quantify the costs that they would have to assume to avoid the environmental impact caused by their activity or, at least, reduce it, by studying the

environmental management that must be within the production process. Economic growth, innovation in industrial activity and technological innovation contribute to progressive environmental deterioration. This situation has had in the thinking of many people of industrial knowledge go to a rethinking of the subject, to a change of attitude, of thinking that they have considered environmental problems of great business relevance and how it affects the social environment. According to the above Sánchez (2020), states that environmental management is the existing management modality in all types of organizations aimed at environmental protection and reducing the impact of their activity on each ecosystem.

Medel & García, (2011), cited by Anampi et al., (2018), points out that environmental management is the set of actions aimed at achieving maximum rationality in the decision process related to conservation, defense, protection and improvement of the environment, based on coordinated multidisciplinary information in carry out certain activities that lead to the achievement of environmental objectives. According to Tejada (2014), it is the continuous interrelation with the environment, forcing to seek these relationships in order to achieve competitiveness and quality as priority objectives, in a correct management of the environment. In this regard, Pineda (2012) affirms, it is the systemic vision derived from interactions with the environment, specifying complex, ambiguous and paradoxical organizations, living, open and complex systems. That is why, seen from environmental management from complex systemic thinking, it allows us to understand the instabilities generated by improvisation in the different activities of the production process on ecosystems and society in general. It should be seen as an integrated element of a great system made up of organizations and the socio-environmental environment, understanding that the development of business or sustainable productive activities set the standard when establishing business growth objectives. But for this there is a set of policies, standards, operational and administrative activities of planning, financing and control closely linked, which must be executed by all, whether by entrepreneurs, producers, and consumers, that is, the entire society, in order to guarantee sustainable development and an optimal quality of life for all without affecting future generations. Where environmental management begins with the setting of its objectives, the design of environmental policies and the procedures that must guide said business management, observed in:

- Product planning, which circumscribes the life cycle that begins with the design and ends with its treatment once its useful life ends, always thinking about when it becomes sustainable.
- The planning of the production technology, it is necessary to take into account the differentiation between the partial modifications of the existing technology and the incorporation of the new technologies, that is, to improve the technologies, but always from an adequate planning.
- The planning of new industrial sites in addition to the traditional elements must be considered factors from the natural and cultural conditions of the area, the local, national and international environmental legislation regarding the reduction of the consumption of resources, energy, water, soil, which brings the prevention and conservation of the environment.
- The planning of materials depends on the product to be offered and the technology to carry out the production process, where, introducing environmental management in a planned way, brings the conditioning of the risk of depletion of non-renewable resources, recycling and its uses, in addition, of the polluting effect that is generated and the consumption of water and energy that they need to produce a specific product.
- The planning of unwanted effects must be differentiated between reversible, irreversible, cumulative and delayed effects, in order to delimit the activities that reduce their importance both at the business (local) level and as they affect globally.

For the above to be fulfilled, it is necessary to incorporate a correct planning of the budget for environmental management. Which should be aimed at the immobilization of materials, eco-innovation, occupational health and safety, unwanted effects, waste management and, energy improvements and activities of decontamination and restoration of the environment, what which sometimes not many entrepreneurs do?

Also, it is necessary to point out that the internalization of environmental management by company managers is of great importance because it can develop legal, financial, marketing and image and production benefits. Among those benefits are:

- Avoid fines, penalties and lawsuits.
- Reduces the risks of civil and criminal liability and allows compliance with legal requirements.
- It allows to identify environmental costs and savings of natural resources.
- Contributes to clean manufacturing technologies and access to new markets.
- New products and services appear, increasing market shares.
- Improves competitiveness and increases trust with stakeholders.
- Reduction of energy and water consumption.
- Prevents the generation of waste and reduces waste, thus facilitating its recycling.
- Controls atmospheric and acoustic pollution and spills.
- Raises environmental awareness among customers, workers and suppliers.
- Improves the image of the company before customers, users and workers.
- Develops formal information for employees and customers, which will result in a good integration of the measures.

Regarding the above, UN directors (2000), cited by Morffi, (2016), point out that environmental sustainability is the minimization of waste in the production processes, it is when cleaner production is made, eco-efficiency is improved and the prevention of pollution, where international, national, sectoral and local policies must be integrated into which the production process is framed (industry, factory, workshop and others), which, through its development, has an impact on increasing efficiency and reducing risks to human life and the environment. Therefore, developing environmental sustainability requires increasingly cleaner productions. For Garzón & Gutiérrez, (2016), cleaner production is a pollution prevention strategy whose main objective is sustainable development, reducing risks to people and the environment, and increasing efficiency in processes. productive. In which the cleaner production is focused on the adequate management of resources, the social management of the employees and the sustainable economic development of the company, the above is achieved through continuous improvement and the guarantee of greater added value to stakeholders, which is reflected in sustainability and the level of business competitiveness.

## CONCLUSIONS

It can be argued that for there to be environmental management for sustainable development, it must be directed towards cleaner production, where the entrepreneurs of each company are oriented, not only towards maximizing economic benefits, but also towards social welfare and environmental protection. environmental through voluntary integration, reaffirmation of principles and values that have a positive impact on society. With the aim of offering quality products and services with high added value that is harmonized with a comprehensive set of policies, practices and programs focused on respect for ethics, people, communities and the environment. In which, the internal and external impacts are controlled to guarantee the sustainability of the products and with this each company manager takes into consideration the capacity to respond to the effects and implications of their actions on the different interest groups with

the that interacts in their local environments which in turn has global repercussions.

## REFERENCES

- Anampi, C.; Aguilar, E. N.; Rib, P.C. & Bohórquez, M.C. 2018. Environmental management in organizations: analysis from environmental costs. *Management*, vol. 23, no. 84. University of Zulia, Venezuela. <http://www.redalyc.org/articulo.oa?id=29058776009>
- Garzón-Rivera, I. & Gutiérrez-González, A. 2016. Cleaner production strategies for the chrome plating process at the company zinc Ltda. Universidad Libre. Faculty of Engineering. Environmental Engineering Department. Bogota
- Ivette, A. 2020. Sustainable development. *Economipedia.com*
- López C. 2001. Production basics. Recovered from <https://www.gestiopolis.com/conceptos-basicos-produccion/>
- Morffi Serrano, Y. 2016. Energy efficiency and cleaner production in dental clinics. *Infomed Magazine*, Volume 20, Number 3
- Olis Barreto I, M. 2018. Business Environment: analysis of factors, trends and relationships with the environment. Research protocol School of Administration Universidad del Rosario. Bogota Colombia. [www.urosario.edu.co](http://www.urosario.edu.co)
- Oñate, J. J., Pereira, D., Suárez, F., Rodríguez, J. J., & Cachón, J. 2002. Strategic Environmental Assessment: the environmental assessment of Policies, Plans and Programs. Madrid: Editions Mundi-Press
- Pérez, J. & Ana Gardey, A. 2015. Definition of finished product. <https://definicion.de/producto-terminado/>
- Pineda, E. 2012. Systemic environmental management: articulation and strengthening strategy for organizations. *Scientia Et Technica*, vol. XVII, no. 52. Technological University of Pereira, Colombia.
- Raffino, M. 2021. Concept of. <https://concept.de/responsabilidad-social-empresarial/>.
- Sánchez Galán, J. 2020. Environmental management. *Economipedia.com*
- Tejada, Á. 2014. The Management and Socio-Economic Control of Business-Environment Interactions. Accounting Contributions to the Sustainable Management of the Company. Accounting and Auditing Institute. Madrid Spain.

\*\*\*\*\*