



# The Impact of Managerial Sustainability and Ethics on Corporate Success



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**Abstract:** This investigation underscores the pivotal role of managerial sustainability and ethical practices in enhancing corporate success. Utilizing a comprehensive approach, the study amalgamates, interprets, and exemplifies pertinent data to delineate the influence of these key elements on business performance. The primary methodology encompasses a meticulous compilation, whereby the effects of sustainability and ethical conduct in management on corporate achievements are scrutinized through an analysis of current and credible resources. This synthesis not only identifies but also elucidates the core components of managerial sustainability and ethics. Furthermore, the study adopts an interpretative lens to explicate this data, thus facilitating its dissemination within the commercial sector. A methodical discussion on various approaches, including case studies and success narratives, concretizes the subject matter, offering pragmatic insights into the application of sustainability and ethics in business contexts. Contemporary businesses are challenged to transcend mere profit-seeking endeavors by embracing ethical norms and principles of environmental, social, and economic sustainability. These facets are identified as crucial determinants for long-term corporate prosperity. Notably, there exists a discernible gap in comprehending how corporations can refine their management practices to effectively incorporate sustainability and ethical considerations. A profound understanding of the interplay between these aspects and business success remains a critical area of exploration. The focus of this study is to bridge this gap by elucidating the synergistic relationship between managerial sustainability, ethics, and corporate success. Intended to spark interest among business managers, sustainability experts, ethicists, and academicians, this review presents an in-depth analysis of managerial sustainability and ethics. The findings serve as a valuable guide for business leaders, scholars, and policymakers, advocating for the integration of sustainable and ethical principles into business strategies. This alignment is posited as a catalyst for constructing a sustainable future, yielding long-term benefits for both the business sector and society at large, thus advancing the vision of a sustainable global community.

**Keywords:** Managerial sustainability; Business success; Sustainability strategies; Role of ethics; Social responsibility; Environmental impacts; Competition

## 1. Introduction

In the contemporary business landscape, the outlook has broadened beyond simply financial gain. Businesses are redefining success by prioritizing environmental principles, social responsibility, and ethical ideals. The notions of managerial sustainability and ethics are of utmost importance in this context (GRI, 2023). The concept of sustainability and ethics is a managerial strategy that seeks to achieve a harmonious equilibrium between the environmental, social, and economic effects of businesses, with the goal of ensuring their enduring prosperity (Bal, 2019). Managerial sustainability and ethics pertain to the process by which corporations establish, execute, and oversee sustainability objectives. Furthermore, it assists firms in achieving long-term success by endeavoring to maintain a harmonious equilibrium between their environmental, social, and economic influences. Managerial sustainability and ethics have become crucial in the business world, as companies want to not only make profits but also contribute to society and preserve natural resources. Managerial sustainability and ethics refer to a managerial approach that focuses on organizations identifying, implementing, and overseeing their sustainability and ethical objectives (Mistrear, 2023; Öztürk, 2015; Singh et al., 2018).

The objective of this study is to examine the role of managerial sustainability and ethics in business success and underscore the prevalence of these concepts in the business world. Additionally, it aims to elucidate how managerial sustainability and ethics contribute to business success and present the latest research and findings in this field. Today's businesses must not only create economic value but also consider their environmental and social impacts and ethical values (SASB, 2023). Businesses are urged to prioritize the sustainable utilization of natural resources, fair and ethical workforce management, and the delivery of products and services that align with societal needs. Despite this call, there persist numerous challenges and deficiencies in optimizing management practices and policies related to managerial sustainability and ethics, as highlighted by the UNEP (2023). This study endeavors to assess the impact of managerial sustainability and ethics on business success through a thorough analysis of credible and current academic sources. It seeks to explore the key components integral to managerial sustainability and ethics, further solidifying the discussion by delving into methodological approaches using case studies and success stories.

In addition to evaluating the overarching influence, the study aims to elucidate the topic, offering a detailed examination of the subject matter. It will explore various methodological approaches, employing case studies and success stories to illustrate practical applications. The ultimate goal is to furnish valuable insights that can guide business leaders, academics, and policymakers in comprehending the substantial role played by managerial sustainability and ethics in achieving business success.

To provide a more detailed definition of the research, it is crucial to elaborate on the method selection and implementation, including data sources, sample selection, analytical tools, and the rationale behind these choices.

In the context of today's business world, where an in-depth understanding of managerial sustainability and ethics is essential, careful consideration of the methods to be used in this study is paramount. Accordingly, the identification of data sources that will form the foundation of the research is crucial, taking into account the reliability, accuracy, and appropriateness of these sources. For instance, the utilization of diverse data sources such as literature reviews, industry reports, company documents, and expert opinions can enhance the comprehensiveness of the research.

Sample selection is a critical factor influencing the overall validity and representativeness of the research. The careful selection of the sample should reflect the diversity in the business world, incorporating examples from different sectors and sizes to ensure the generalizability of the findings.

The selection and justification of analytical tools and methods are pivotal in facilitating the effective analysis of the acquired data. In this phase, it is important to articulate the rationale behind choosing analytical tools such as statistical methods, content analysis, or case studies. For example, numerical indicators may be employed to evaluate sustainability performance, while qualitative data analysis methods can be chosen for a deeper exploration of ethical practices.

## **2. Sustainability of Management**

Managerial sustainability is the process of managing and reducing the environmental, social and economic impacts of an organization's activities. Managerial sustainability involves an organization determining its sustainability goals, developing strategies to achieve them, and implementing these strategies (GRI, 2023).

The main purpose of managerial sustainability is to ensure the long-term success and sustainability of an organization by reducing the environmental, social and economic impacts of its activities. Managerial sustainability can help an organization achieve the following goals (WEF, 2023).

Managerial sustainability can help an organization use resources more efficiently, reduce waste and emissions, prevent environmental pollution, improve employee well-being and safety, improve relationships with local communities and benefit society.

More specifically, managerial sustainability can provide the following: Cost savings: More efficient use of resources can help reduce costs and increase profitability. Competitive advantage: Sustainability practices can help businesses gain a competitive advantage and access new markets. Reputation and reputation: Sustainability practices can help improve the reputation and reputation of businesses. Social benefit: Sustainability practices can help benefit society and create a better future. Managerial sustainability is becoming increasingly important for the long-term success of businesses. By adopting sustainability practices, businesses can reduce costs, gain competitive advantage, improve their reputation and benefit society.

In addition to the existing information, the following points can be added to further expand on the topic of managerial sustainability:

**Innovation and Technological Integration:** Managerial sustainability often involves embracing innovative technologies and practices to enhance environmental and social performance. The integration of cutting-edge technologies, such as renewable energy solutions or advanced waste management systems, can contribute to a more sustainable organizational framework.

**Stakeholder Engagement:** Engaging with various stakeholders, including employees, customers, suppliers, and the local community, is a crucial aspect of managerial sustainability. Organizations can establish effective

communication channels to gather feedback, address concerns, and foster collaboration, thereby ensuring a more comprehensive and inclusive sustainability approach (Mezner et al., 2015).

**Supply Chain Management:** Managerial sustainability extends beyond the organization's immediate operations to encompass its entire supply chain. Businesses can work towards ensuring that their suppliers adhere to ethical and sustainable practices, promoting a cascading effect that positively impacts the entire value chain.

**Employee Training and Development:** Organizations committed to managerial sustainability can invest in training programs to educate employees about the importance of sustainability practices. This can create a workforce that is not only environmentally conscious but also capable of implementing and championing sustainable initiatives within the organization.

**Regulatory Compliance and Risk Management:** Staying abreast of evolving environmental and social regulations is integral to managerial sustainability. Organizations should proactively comply with relevant laws and regulations while also identifying and managing potential sustainability-related risks, ensuring long-term resilience in the face of changing regulatory landscapes.

**Circular Economy Practices:** Embracing a circular economy model, which focuses on minimizing waste and maximizing the lifespan of products, is a key aspect of managerial sustainability. This approach involves designing products with recyclability in mind, promoting reuse, and minimizing the environmental impact of disposal (Savitz & Weber, 2017).

**Measuring and Reporting:** Establishing clear metrics and reporting mechanisms is essential for assessing the effectiveness of sustainability initiatives. Regularly measuring and transparently reporting on key performance indicators related to sustainability goals can help organizations track progress and demonstrate their commitment to stakeholders.

**Global Collaboration and Partnerships:** Managerial sustainability efforts can be amplified through global collaboration and partnerships. Businesses can engage in collaborative initiatives with other organizations, NGOs, and governmental bodies to address complex sustainability challenges on a broader scale.

By incorporating these elements, the discussion on managerial sustainability can be broadened to encompass a more holistic and integrated approach to sustainable business practices (Carroll, 2016).

The scope of managerial sustainability may vary depending on an organization's size, scope and objectives. However, in general, managerial sustainability includes the following elements:

**Setting sustainability strategies and goals:** To determine sustainability goals, an organization must first analyze its current situation. Then, one must develop strategies to achieve these goals and create a plan to implement these strategies (Kuşat, 2012).

**Measuring and monitoring sustainability performance:** An organization should regularly measure its performance to monitor the achievement of its sustainability goals. This may include measuring environmental, social and economic impacts (Özçelik, 2013).

**Investing for sustainability:** An organization must invest to achieve its sustainability goals. This may include investing in new technologies, improving environmental practices, and educating employees on sustainability (UNEP, 2022).

Managerial sustainability is critical to the success of an organization's sustainability efforts. Managerial sustainability supports the long-term success and sustainability of an organization by enabling an organization to identify sustainability goals, develop strategies to achieve them, and implement these strategies (WEF, 2022).

Management sustainability means that an organization's management approaches, practices and decisions are focused on supporting long-term success and sustainability (Baranov & Stratan, 2012; Kaypak, 2011). This concept aims to preserve resources and opportunities for future generations by addressing the environmental, social and economic impacts of businesses in a balanced manner. Here are some key elements that will help us understand the sustainability of management:

**Environmental Awareness:** Management is sensitive to using natural resources sustainably and minimizing environmental impacts. This may include energy efficiency, waste reduction, use of renewable energy and environmental protection strategies (Tokgöz & Önce, 2009).

**Social Responsibility:** Sustainable management has awareness of social responsibility. This may include ethical business practices, protection of workers' rights, community collaboration and outreach projects.

**Economic Resilience:** Management aims to ensure economic sustainability. This may require increasing profitability, reducing costs, accountability in financial management, and long-term planning.

**Long-Term Vision:** Sustainable management considers not only short-term gains but also the long-term goals and interests of the organization. This may include strategic planning, risk management and future investments (Kuşat, 2012).

**Innovation and Adaptation:** Management has the ability to adapt to changing market conditions and environmental factors. It encourages innovative thinking and prepares the organization for future challenges.

**Collaboration and Communication:** Sustainable management communicates and collaborates effectively with all stakeholders. This includes establishing good relationships with internal and external stakeholders (Kesen, 2016).

Data and Monitoring: Management monitors the performance of the organization and collects data on an ongoing basis. This helps inform decisions and make improvements.

Sustainability of management is critical for organizations to sustain long-term growth and success. It also contributes to fulfilling environmental and social responsibilities and establishing better relations with society. Therefore, many businesses and organizations integrate the principle of sustainability into their business strategies and adopt sustainable management (Ari & Ergin, 2018).

### **3. The Relationship Between Sustainability and Ethics in Businesses**

The relationship between ethics and sustainability in businesses is becoming increasingly important in today's business world. The process of businesses integrating environmental, social and economic sustainability principles and ethical values into their business strategies enables businesses to reduce their environmental impacts, fulfill their social responsibilities and be economically successful (Organik Kimya, 2023).

Sustainable and ethical products and practices are valued by modern consumers and stakeholders. This offers businesses the opportunity to gain a more solid position in the market. For example, a clothing company that uses sustainable and ethical materials will be more popular among environmentally conscious consumers (Organik Kimya, 2023). Sustainability and ethical strategies can reduce costs by optimizing energy and resource use. More efficient production and business processes can increase the profit margins of businesses (EGIAD, 2023). Risks related to climate change, limited natural resources and social responsibility can pose serious threats to businesses. However, managerial sustainability and ethics have the potential to reduce these risks and make businesses more resilient (EGIAD, 2023). Conscious consumers prefer businesses with sustainability and ethical commitments. This can increase the brand value of businesses. For example, a company that takes a leadership role in sustainability and ethics may gain greater trust and respect among consumers (Green Petition, 2023).

Managerial sustainability and ethics improve businesses' long-term planning abilities and help them better manage future uncertainties. For example, a company that develops a business model based on sustainability and ethics can better predict future market trends (Green Petition, 2023). Businesses need to continue to integrate sustainability and ethical principles into their business strategies and contribute to the construction of a sustainable future. This will provide long-term benefits for both business and society and help realize the vision of a sustainable world.

### **4. Managerial Sustainability and Ethics Components**

There are some key elements and factors to understanding and implementing managerial sustainability and ethics. These elements and factors help businesses achieve their sustainability and ethical goals and guide organizations in a sustainable and ethical manner. Here are some of these elements: Strategic Governance and Vision: Business management should adopt a leadership approach that sets sustainability and ethics goals and adopts a vision on these issues. This drives the process of identifying and implementing sustainability and ethics strategies (Misirdali Yangil & Dil Şahin, 2017). Environmental Awareness and Impact Assessment: Businesses should evaluate the environmental impacts of their activities and develop strategies to reduce these impacts. Environmental impact assessment includes factors such as resource use, energy consumption and waste production (Gedik, 2020). Social Responsibility and Stakeholder Relations: Businesses must fulfill their social responsibilities and ethical obligations and communicate effectively with their stakeholders. This includes areas such as protection of workers' rights, community participation, customer satisfaction and supply chain management (Uzkesici, 2005). Economic Sustainability: Businesses must be economically sustainable. This includes profitability, cost management, risk assessment and financial performance. Product and Service Innovation: Innovation involves the development of more sustainable and ethical products and services. This may require making changes from the design of products to the production processes (Yiğit & Özyer, 2011). Training and Awareness: Employees, managers and other stakeholders should be trained and raised on sustainability and ethics. This helps build a culture of sustainability and ethics. Performance Monitoring and Reporting: Businesses should monitor their sustainability and ethical performance and report this information to stakeholders. This ensures transparency and accountability. Legal and Regulatory Compliance: Businesses must comply with legal regulations and standards regarding sustainability and ethics. This includes areas such as environmental protection, workers' rights and ethical practices. Risk Management: Businesses must recognize risks related to sustainability and ethics and take precautions against these risks. For example, climate change and supply chain risks. These elements are the key factors that drive the sustainability and ethical efforts of businesses. These help businesses achieve sustainability and ethics-related goals and are important for a sustainable and ethical future. The importance of managerial sustainability and ethics for business success can be listed as follows: Provides competitive advantage: Sustainable and ethical businesses are more preferred among consumers and investors due to their environmentally and socially responsible practices. This can help businesses gain a competitive advantage and increase profitability. Reduces business risks: Sustainable and ethical businesses are better positioned to manage environmental and social risks. This can help

businesses reduce their financial risks and ensure their long-term success. Creates new opportunities: Sustainable and ethical businesses can gain access to new markets and customers. This can help businesses grow and develop. Improves workforce quality: Sustainable and ethical businesses can offer employees better working conditions and opportunities. This can help businesses have more qualified and motivated employees. Provides social benefit: Sustainable and ethical businesses help protect the environment and benefit society. This can help businesses increase public support and reputation. Managerial sustainability and ethics can provide both short-term and long-term benefits for businesses. In order for businesses to succeed in their sustainability and ethics efforts, it is important for businesses to adopt and implement managerial sustainability and ethics approaches.

**Management Sustainability:** Management sustainability refers to the process of balancing and mitigating the environmental, social, and economic impacts of an organization's activities. This approach involves organizations setting sustainability goals, developing strategies to achieve them, and implementing these strategies. Management sustainability aims to ensure the long-term success and sustainability of an organization by reducing the environmental, social, and economic impacts of its activities.

**Ethics:** Ethics is a discipline that encompasses evaluations of right and wrong and the corresponding behaviors of organizations and individuals. In the business context, ethics emphasizes adherence to values such as honesty, transparency, fairness, and social responsibility. Ethics ensures that organizations fulfill their responsibilities to society and the environment. Adhering to ethical values can influence long-term success and enhance societal trust.

**Theoretical Framework:** Establishing a theoretical framework to understand the interaction between management sustainability and ethics and their impact on business success is crucial. This framework helps elucidate how these two concepts complement each other and affect an organization's long-term success. For instance, aligning management sustainability principles with ethical values can contribute to positive corporate reputation and a competitive advantage. Similarly, a management approach grounded in ethical values can encourage more effective implementation of sustainability principles.

This theoretical framework facilitates a comprehensive understanding of how these concepts intertwine, shaping an organization's approach to achieving both economic success and environmental and social responsibility. Combining management sustainability and ethical values strengthens corporate responsibility perceptions and can contribute to long-term business success.

## **5. Managerial Sustainability and Ethics in Terms of Factors Affecting Business Success**

It can be explaining the role of managerial sustainability and ethics among the factors affecting business success. Managerial sustainability and ethics are important factors affecting the long-term success of businesses and help businesses gain competitive advantage, improve their reputation and fulfill their environmental and social responsibilities. Here are the factors that managerial sustainability and ethics affect business success: **Providing Competitive Advantage:** Managerial sustainability and ethics can provide competitive advantage to businesses. Environmentally friendly products and sustainable business practices are preferred by customers and provide differentiation in the market. **Cost Reduction:** Sustainability and ethical strategies can reduce costs by optimizing energy and resource use. More efficient production and business processes can increase businesses' profit margins. **Risk Mitigation:** Risks related to climate change, natural resource shortages and social responsibility can threaten businesses. Managerial sustainability and ethics can help reduce these risks. **Increasing Reputation and Brand Value:** Sustainable and ethical business practices can increase the reputation of businesses. Customers, suppliers and investors may favor businesses with commitments to sustainability and ethics. **Compliance and Regulatory Compliance:** Ensures managerial sustainability and compliance with ethical, environmental and social regulations. This helps avoid legal issues and loss of reputation. **Efficiency and Innovation:** Sustainability and ethical goals can make businesses more efficient and innovative. This can encourage the development of new products and business processes (Turan, 2022). **Supply Chain Management:** Sustainability and ethics promote more ethical and environmentally responsible practices within the supply chain. This can strengthen supplier relationships (Gültekin & Deste, 2021). **Social Participation and Employee Satisfaction:** Businesses have the opportunity to contribute to society through sustainability and ethical projects. At the same time, a business culture focused on sustainability and ethics can increase satisfaction among employees. **Long-Term Planning:** Managerial sustainability and ethics improve businesses' long-term planning capabilities. It helps them better manage future uncertainties (Demir & Yilmaz, 2010). **Environmental and Social Responsibility:** Businesses may want to fulfill their responsibilities towards the environment and society. This allows businesses to make a positive impact on society and support sustainable development. Managerial sustainability and ethics are recognized as not only an environmental responsibility for businesses, but also a strategic opportunity for long-term success and growth. Therefore, many businesses are integrating sustainability and ethical strategies into their business processes and decision-making.

## **6. Application Examples with Sustainable Management and Ethics**

Sustainable practices are actions and strategies that aim to minimize the negative environmental, social and economic impacts of human activities while promoting long-term well-being. Some examples of sustainable

practices in various sectors:

**Renewable Energy:** Transition to renewable energy sources such as solar, wind and hydroelectricity to reduce dependence on fossil fuels and reduce greenhouse gas emissions (Bayraç & Çildir, 2017).

**Energy Efficiency:** The application of energy efficient technologies and practices in buildings, industries and transportation to reduce energy consumption and costs.

**Waste Reduction and Recycling:** Establishing waste reduction programs and encouraging recycling to remove materials from landfills and protect resources (Gündüzalp & Güven, 2016).

**Water Conservation:** Implementation of water-saving technologies, rainwater harvesting, and responsible water management practices to reduce water consumption.

**Sustainable Agriculture:** Adopting organic farming, crop rotation, and regenerative agriculture practices to improve soil health, reduce chemical use, and increase food security (Akkeçeci & Özkan, 2022).

**Green Building Design:** Constructing energy efficient and environmentally friendly buildings using sustainable materials, efficient insulation and renewable energy sources.

**Transportation Alternatives:** Encouraging public transportation, carpooling, cycling and walking to reduce traffic congestion and reduce carbon emissions.

**Ethical Sourcing:** Promoting fair trade and sustainable sourcing practices for products such as coffee, chocolate and textiles to ensure fair wages and environmental protection.

**Conservation of Biodiversity:** Implementation of habitat restoration projects and protected areas to protect ecosystems and endangered species (Uzun et al., 2012).

**Circular Economy:** Promoting a circular economy by designing products for reuse, recycling or renewal rather than disposal (Özsoy, 2018).

**Sustainable Fishing:** Implementation of responsible fishing practices, catch limits, and marine conservation efforts to prevent overfishing and protect marine ecosystems (Yılmaz, 2021).

**Social Responsibility:** Encouraging businesses to adopt ethical workforce practices, support community development, and promote diversity and inclusion.

**Education and Awareness:** To raise awareness of sustainability issues and educate individuals and communities on the importance of sustainable living.

**Environmentally Friendly Transportation:** Investing in electric vehicles (EV) and developing EV charging infrastructure to reduce greenhouse gas emissions in the transportation sector.

**Responsible Tourism:** Promoting eco-tourism and sustainable travel practices to minimize the environmental impact of tourism on natural habitats and local communities.

**Zero Waste Initiatives:** Implementing strategies to reduce waste generation, such as bulk shopping, composting and reducing single-use plastics.

**Smart City Planning:** Developing smart cities with efficient public transportation, green areas and energy-efficient infrastructure to improve quality of life while reducing resource consumption.

These are just a few examples of sustainable practices. Sustainable initiatives can vary greatly depending on context and often involve a combination of environmental, social and economic considerations to create a more sustainable and resilient future. Circular economy is an economic model that aims to minimize waste and maximize the efficient use of resources by encouraging activities such as reuse, recycling and reproduction. Here are some examples of circular economy practices:

**Product Design for Durability and Reusability:** Designing products to be long-lasting, easily repairable, and modular so that components can be replaced or upgraded rather than disposing of the entire product (Evren, 2022).

**Product as a Service:** Companies offer products on a service basis rather than selling them directly. For example, instead of purchasing a printer, customers pay for the printing service and the company maintains and repairs the printer when necessary (Çelik & Bengül, 2008).

**Remanufacturing:** Renewing used products and restoring them to new condition. For example, remanufactured automotive parts can extend the life of vehicles and reduce the need to manufacture new parts.

**Recycling and Material Recovery:** The collection and processing of materials such as paper, plastic, and metal to create new products. For example, recycled plastics can be used to produce new plastic products (Bulut & Çavuldur, 2017).

**Waste to Energy (WtE):** Converting waste materials into energy through processes such as incineration or anaerobic digestion. This reduces landfill waste and produces electricity or heat (Öztürk & Özgüven, 2022).

**Sharing the Economy:** Platforms that facilitate the sharing or renting of goods and services, such as ride-sharing, home-sharing, and co-working spaces, promote resource efficiency and reduce overconsumption.

**Upcycling:** Transforming waste materials or discarded items into products of higher value or quality. For example, old denim jeans can be turned into stylish bags (Erol, 2022).

**Textile Recycling:** Collecting and recycling old textiles to create new clothing products, reducing the environmental impact of the fashion industry (Burçin et al., 2016).

**Reducing Food Waste:** Initiatives aimed at reducing food waste at various stages of the supply chain, from production and distribution to consumption. This may include redistributing excess food to those in need

(Demirbaş, 2018).

**Reverse Logistics:** Efficiently managing the return and recycling of products, especially in e-commerce, in order to reduce the environmental impact of product returns (Batuk, 2013).

**Leasing and Rental Models:** We encourage manufacturers to design durable and repairable products by offering leasing or rental options for products such as electronics, furniture, and white goods.

**Cradle to Cradle Certification:** Certification programs that evaluate and promote products designed with a closed-loop life cycle and ensure that materials are recycled or converted into fertilizer at the end of use (Güneş & Demirarslan, 2020).

**Urban Mining:** Recovery of valuable materials from electronic waste, construction and demolition debris, and other resources in urban areas to reduce the need to mine raw resources (Topçu, 2018).

**Circular Supply Chains:** Companies are rethinking their supply chains to minimize waste, reduce transportation emissions and promote sustainability.

**Reusable Packaging:** Companies are adopting reusable packaging systems to reduce single-use packaging waste.

## 7. Success Stories and Cases on Managerial Sustainability and Ethics

Success stories and case studies on managerial sustainability can help you better understand how this approach can benefit businesses.

**Unilever - Commitment to Sustainability:** Unilever has made a significant commitment to sustainability. The company announced its goal of making all its products sustainable by 2020. This commitment included the company offering its products in environmentally friendly packaging, reducing water consumption and ensuring its products come from sustainable sources. Unilever has tried to successfully fulfill this commitment while also increasing its reputation and market share.

**Tesla - Electric Vehicles and Zero Emission:** Tesla broke new ground in the field of sustainability with the development and marketing of its electric vehicles. The company contributes to reducing carbon emissions by reducing the use of fossil fuels. It also encourages charging of its vehicles using renewable energy sources.

**Patagonia - Sustainability and Social Responsibility:** Patagonia stands out with its commitments to sustainability and social responsibility. The company uses recycled materials in the production of clothing products and contributes to reducing consumption by increasing the durability of the products. It is also known for its environmental projects and social responsibility initiatives.

**Interface - Zero Carbon Footprint:** Interface plays a leading role in sustainability as a flooring manufacturer. The company committed to a zero-carbon footprint in 1996 and implemented strategies for energy efficiency, use of renewable energy, and offsetting carbon emissions to achieve this goal. By keeping its sustainability commitments, Interface has increased business success and reduced its environmental impact.

**IKEA - Recycling and Better Materials:** By adopting sustainability goals, IKEA ensures that its products are easy to recycle and use sustainable materials. At the same time, it is taking important steps in energy efficiency and use of renewable energy. These strategies contribute to IKEA's progress in terms of both sustainability and business success.

**Organik Kimya San. and Tic. A.Ş.:** This company has integrated sustainability management and ethics into its business processes and decision-making processes. The company focuses on analyzing its environmental impacts and taking the necessary measures to reduce these impacts. In addition, it works actively with its suppliers and in its in-house operations in order to reduce the effects of its carbon footprint and eliminate the effects of global warming (Organik Kimya, 2023).

**EGİAD (Aegean Young Businessmen Association):** EGİAD aims to increase the awareness and knowledge of its members about the circular economy and to encourage its implementation in workplaces. EGİAD has accelerated its work on this issue, aiming to increase the awareness and knowledge of its members, especially about the circular economy, and to encourage its implementation in workplaces (EGİAD, 2023).

**Green Petition:** This platform encourages the promotion and use of sustainable and ethical products. For example, he recommends practices such as evaluating textile products objectively and using them for as long as possible, purchasing clothing only when really needed, throwing textile products that are determined to be obsolete into recycling bins or delivering them to those in need (Green Petition, 2023).

These examples show how a managerial sustainability approach can benefit businesses. While sustainability contributes to the profitability of businesses, it also enables them to focus on their environmental and social responsibilities. This is becoming an increasingly accepted approach in the business world.

## 8. Conclusion and Evaluation

This study extensively delved into the pivotal role of managerial sustainability and ethics as critical factors influencing business success. The integration of these principles elevates the success of businesses beyond mere short-term gains, encompassing a broader perspective. The key findings and implications derived from this study

can be summarized as follows:

**Managerial Sustainability and Ethics Overview:** Managerial sustainability and ethics involve the integration of environmental, social, and economic sustainability principles, along with ethical values, into business strategies. This comprehensive approach empowers businesses to concurrently reduce their environmental impact, fulfill social responsibilities, and achieve economic success.

**Contributions to Business Success:** The study revealed that managerial sustainability and ethics contribute significantly to business success through various mechanisms:

**Competitive Advantage:** Businesses adopting sustainable and ethical practices gain favor with modern consumers and stakeholders, enhancing their market position. For instance, a company utilizing sustainable materials stands out among environmentally conscious consumers.

**Cost Reduction:** Implementing sustainability and ethical strategies can optimize energy and resource use, leading to cost reductions and increased profit margins.

**Risk Reduction:** In the face of risks related to climate change, resource limitations, and social responsibility, managerial sustainability and ethics emerge as powerful tools to enhance business resilience. Strategies such as climate change adaptation initiatives can mitigate potential damages.

**Increased Reputation:** Conscious consumers increasingly prefer businesses committed to sustainability and ethics, thereby enhancing the brand value of companies. Leadership in sustainability and ethics fosters trust and respect among consumers.

**Long-Term Planning:** Managerial sustainability and ethics enhance businesses' ability to engage in effective long-term planning, enabling them to navigate future uncertainties. For instance, a business model founded on sustainability and ethics facilitates better anticipation of market trends.

**Overall Significance and Future Outlook:** Managerial sustainability and ethics are becoming increasingly critical for both short-term and long-term business success. By consistently integrating sustainability principles and ethical values into their strategies, businesses not only fulfill their social responsibilities but also position themselves for sustained economic success. This proactive approach contributes not only to the prosperity of individual businesses but also to the construction of a sustainable future, aligning with the vision of a more sustainable world.

Numerous studies reinforce the impact of managerial sustainability and ethics on business success. For example, research indicates that businesses with robust sustainability and ethics efforts tend to enjoy higher profit margins. Additionally, these businesses demonstrate greater resilience against financial crises. Factors such as consumer demand, increasingly stringent legal regulations, and competitive pressures further underscore the imperative for businesses to integrate sustainability and ethical principles into their strategies.

Here are concrete recommendations for businesses to more effectively embrace sustainability and ethical principles: **Develop Sustainable Business Strategies:** Businesses should integrate sustainability principles into their overall business strategies. This entails adopting an approach that reduces environmental impacts, fulfills social responsibilities, and targets economic success.

**Sustainable Material and Energy Usage:** Encourage the use of sustainable materials and energy in supply chains and production processes. Opt for renewable resources and implement energy-efficient practices.

**Employee Training and Engagement:** Provide employees with training on sustainability and ethical matters and encourage their active participation in these values. Employees should be actively engaged in achieving the business's sustainability goals.

**Transparency and Communication:** Businesses should transparently communicate their sustainable and ethical practices to stakeholders, developing regular communication strategies. Transparency contributes to increased trust and customer loyalty.

**Social Responsibility Projects:** Fulfill social responsibilities by supporting local communities and engaging in social projects. This contributes to the business having a positive impact within the community.

**Sustainability Reporting:** Report sustainability performance according to specific standards. This demonstrates the company's commitment to sustainability goals and enhances transparency.

**Development of Green Products and Services:** Develop eco-friendly products and services to provide sustainable options to consumers. This can increase market share and strengthen customer loyalty.

**Sustainable Supply Chain Management:** Set sustainability standards for partners in the supply chain and encourage sustainable practices. Businesses should actively promote sustainability throughout their supply chains.

These recommendations represent tangible steps for businesses to adopt sustainability and ethical principles more effectively. By following these steps, businesses can align with societal expectations and contribute to long-term success.

In conclusion, the continuous integration of sustainability and ethical principles into business strategies is not only an essential aspect of fulfilling societal expectations but also a strategic imperative for long-term success. This commitment not only yields enduring benefits for businesses but also contributes to the realization of a sustainable world.



## Data Availability

The data used to support the research findings are available from the corresponding author upon request.

## Conflicts of Interest

The author declares no conflict of interest.

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