

SUSTAINABLE GROWTH IN SMALL OPEN ECONOMIES

BOOK OF ABSTRACTS

Editors

Olja Munitlak Ivanović
Isidora Ljumović
Aleksandra Bradić-Martinović



**International Scientific Conference:
SUSTAINABLE GROWTH IN SMALL OPEN ECONOMIES**

*26th October, 2017
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2.15. MANAGEMENT AND PROMOTION OF ENVIRONMENTAL OPPORTUNITIES IN ENTERPRISES AS A DRIVING FORCE FOR SUSTAINABLE ECONOMIC DEVELOPMENT

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OBJECTIVES

The main goal of this paper is to point out the opportunities that the enterprises have from the benefits of effective environmental management through the possibilities for reducing the costs achieved through effective initiatives for waste and energy return, the need for implementation of the ISO 14001 standard for protection, storage and improving the environment, as well as increasing the awareness of the citizens about the rational utilization of natural and limited resources.

METHODOLOGY

Within the research possibilities, and the willingness of enterprises to find the necessary services, the type of business activities, the financing of the introduction of innovations in the field of sustainable economic development, implementation of appropriate standards, training programs for the employees,

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new ways of work that will link management approach, environmental protection, and revenue generation.

The practical research in this paper was conducted to perceive the real situation in terms of informing the employees about the environmental possibilities and strategy for waste management and sustainable development.

A survey method was used to collect data on how employees in different enterprises are informed about the promotion and development of environmental opportunities through the creation of a waste management strategy, the implementation of the ISO 14001 standard and sustainable development. The survey consisted of 10 questions, in addition we elaborated the answers.

RESULTS

The obtained results confirm the basic hypothesis that the implementation of the ISO 14001 standard by the environmental protection enterprises has a positive impact since it offers many opportunities and benefits for developing their business and making profit.

Companies have implemented ISO 14001 standard because of a legal obligation and regulation, and to make it easier to perform on the international market.

Employees know how the functioning of this standard affects the environment.

IMPLICATIONS

The survey was conducted in order to perceive the real situation in terms of employee awareness of the implementation and the importance of ISO certification in the utilization of environmental opportunities and achieving long-term economic development. Managers need to understand the nature of the impact of problems, the way they have emerged, can develop a strategy to solve them, and develop the strategic direction of the organization.

ORIGINALITY VALUE

The original value of this paper is confirmed through the obtained results from the conducted research that confirmed the fact that the successful management of the environmental challenges faced by the enterprises is a modern concept that enables achieving sustainable development and achieving significant economic

Part II.

benefits, strengthening the economy at the local level, encouraging the development of the green economy and promoting environmental protection.

KEY WORDS

Economic crisis, enterprises, innovation, sustainable development, environmental management

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