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Managerial insights on sustainable practices in today's business: mapping economic, social, cultural, and environmental dimensions and their organizational outcomes

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Purpose

This paper explores the integration of sustainable development practices within today's business management, emphasizing the managerial perspectives and strategies adopted to address economic, social, cultural, and environmental dimensions of sustainability and their organizational outcomes, namely performance and reputation.

Design/methodology/approach

Through a qualitative study involving in-depth interviews with twelve managers from various sectors, this research utilizes content analysis and Qualitative Data Analysis Software (AtlasTI) to map managerial insights and strategies. The study identifies key constructs and their impacts on organizational performance and reputation.

Findings

The study identifies a complex interplay between economic, social, environmental, and cultural management practices and their take on organizational performance and reputation in the current context and emphasizes the importance of leadership and regulatory frameworks in promoting sustainability.

Research limitations/implications

The study's qualitative approach provides in-depth insights but may limit generalizability. Future research could employ quantitative methods to validate and extend these findings across

This study contributes to the sustainability and business management literature by providing a detailed examination of how Romanian managers perceive and operationalize sustainability. It underscores the importance of integrating sustainability into core business strategies and offers practical insights for managers and policymakers aiming to enhance sustainable business practices.

Keywords: Sustainable development, Managerial strategies, Organizational performance, Corporate reputation, Qualitative analysis

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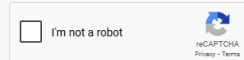
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