

**A STUDY OF SUSTAINABILITY AS A BUSINESS STRATEGY
OF ADIVERSIFIED COMPANY**

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Businesses are increasingly being held responsible for their impact on people and the environment, including those that go beyond their corporate boundaries while the need to be aware of the potential needs of future generations has led to the development of various tools and methods to transform traditional organizations into sustainable business models.

This work adds to the growing evidence that effective sustainable development and strategies implementation will protect the environment while increasing profits and creating new opportunities for organizations. It also presents a theoretical and empirical analysis of the concept of sustainability and its impact on various organizations and their activities, with a focus on optimizing the environment, human life and economy-friendly business strategies.

Using collected qualitative secondary data, this study aims to examine sustainability as a business model of a diversified company, using the UN's Sustainable Development Goals (SDGs) as a benchmark to analyze company activities and make recommendations.

It provides insight into current debates on environmental, social and economic governance (ESG), social responsibility theory, sustainable business practices, and the pursuit of significant change.

It also offers new perspectives to analyze and develop business strategies, demonstrates the potential for companies that want to incorporate sustainability into their business activities, and it shows and creates a relationship between the concept of sustainability and the needs/benefits that its implementation will create in the organization.

Sustainable development is a very important condition for the further effective functioning of the enterprise.

Scientists around the world face an important challenge to develop sustainable enterprise development approaches that truly enable today's companies to create the best possible living conditions for future generations.