

SUSTAINABLE DEVELOPMENT MANAGEMENT AS A STRATEGIC OPTION

Camelia KONRAD*

Abstract: *The need to ensure equity between generations emerges as a major defining part in ensuring equal opportunities, so that sustainable management is required in all aspects economic, social, environmental and ecological sustainable consumption and production, by directing all efforts in shaping and implementing a new ecological culture.*

Responsible approach for future generations, efficient use of natural, energy, materials and information resources, supposes in the same time the potentiation of functioning of a sustainable economy to meet the current needs of human society. This paper deals with specific elements of strategic management integrated in sustainable development management.

There is a tendency of business environment that aspires to achieve economic development to improve living standards and to protect and improve the environment. Economic development is achieved not only for basic material needs, but also to provide resources to improve the quality of life in areas like health, education and a good environment. In this direction subscribe the priorities of economic pillar of sustainable development in our country as well as the marks of strategic management of sustainable development in Romania.

Keywords: sustainable development management, ecologic marketing, sustainable production and consumption, ecologic behavior, strategic management.

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* “Spiru Haret” University Faculty of Management, Braşov, konradcamelia@yahoo.com.