


# Chapter 10

## Governance of Organizational Sustainability Management

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### ABSTRACT

*This study aims to analyze the governance of organizational sustainability management following the emergency as a strategic approach to address environmental and social challenges while promoting long-term economic growth. The method used is the meta-analytic supported by the descriptive and reflective method based on the review of conceptual, theoretical and empirical literature. The analysis concludes that organizations that take a proactive approach to sustainability management governance are better positioned to meet the challenges of the future and take advantage of emerging opportunities in an ever-changing world.*

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## **INTRODUCTION**

Currently, sustainability has become a central issue in the organizational field due to the growing awareness of the environmental, social and economic impacts of organizational activities. Sustainability refers to the ability to meet present needs without compromising the ability of future generations to meet their needs (World Commission on Environment and Development [WCED], 1987). In the organizational context, sustainability involves the integration of practices and policies that balance economic profitability with environmental and social responsibility.

The importance of sustainability in organizational management lies in several key factors. First, stakeholders, including consumers, investors, and regulators increasingly pressure organizations, to adopt more sustainable practices (Porter & Kramer, 2011). Furthermore, sustainability can be a source of competitive advantage by improving operational efficiency, reducing costs, and increasing innovation (Hart, 1995). Furthermore, sustainable organizations tend to have a better reputation and stronger relationships with their stakeholders, which can translate into long-term benefits (Epstein & Roy, 2001).

In this context, sustainable organizational management emerges as a strategic approach to address environmental and social challenges while promoting long-term economic success. Governance plays a fundamental role in this process by establishing policies, structures and processes that ensure the effective integration of sustainability in all areas of the organization (Waddock & Bodwell, 2004).

## **APPROACH TO THE RELEVANCE OF GOVERNANCE IN THE IMPLEMENTATION OF SUSTAINABLE PRACTICES**

Effective implementation of sustainable practices at the organizational level requires a strong governance framework that guides and oversees the organization's actions on sustainability. Governance, understood as the set of policies, structures and processes that regulate the behavior of an organization (Hitt, Ireland, & Hoskisson, 2017), plays a crucial role in the successful integration of environmental, social and economic considerations in organizational decision-making.

The relevance of governance in the implementation of sustainable practices is evident in several aspects. First, governance establishes the necessary mechanisms to ensure the alignment of sustainability objectives with the overall organizational strategy (Freeman, Harrison, Wicks, Parmar, & de Colle, 2010). This involves the creation of leadership and responsibility structures that promote the transversal integration of sustainability in all areas and levels of the organization (Kolk & Van Tulder, 2010).

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