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Sustainable Behaviour Management in the Strategic Development of Circular Economy Businesses

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Abstract
The study aims to identify the direction of sustainable management of business behaviour in the strategic development of a circular economy. It determines ways of transforming businesses towards sustainable development after assessing the relevant environmental issues. The analysis was carried out on indicators such as the participation of the EU workforce in education and training, as well as trends in independent learning and funding mechanisms. The growing inclination of the EU workforce to engage in informal education (6.6% in 2022 compared with 2020) indicates significant business prospects in aligning the sustainable worldview of employees with the goals of entrepreneurial activity. The participation rate of the workforce in education showed a positive trend, increasing by 3.1 percent in 2022 compared to 2020. A steady and favourable trend was observed in the indicator of workforce requalification by type of economic activity, which increased by 0.5 percent over the years studied. A framework for workforce career transformation is established to bolster skills that support the strategic development of sustainability-focused businesses. It was determined that an effective process of sustainable business management behaviour is possible through continuous self-control and facilitating the ongoing development of the workforce.

Keywords- Behaviour management, Circular economy, Sustainable development, Strategic management.

1. Introduction

The sustainability of commodity production and resource consumption systems is possible with a shift in societal consciousness towards a rational approach to the acquisition, use, and disposal of products. The replacement of linear production systems contributes to the development of a circular economy that primarily aims to promote the reuse of resources and enrich the economy by creating added value through innovative solutions and the development of new types of services.

The reorientation of society's activities towards sustainable development is possible with the effectiveness of socio-economic relations, where entrepreneurial activity and labour resources are the main driving forces (Kazancoglu et al., 2018). Sustainable economic development requires businesses to realign their goals and economic activities, and adapt them to new conditions. Primarily, this process requires a change in the workforce's awareness of activities based on sustainability. Achieving these goals is possible with rationally organized management behaviour in business.

Efficiency and sustainable business development result from a unified strategy for enterprises and their employees. Well-organized management behaviour will enable the formation of a purposeful team that, despite the turbulent external environment, will contribute to business productivity by satisfying internal needs and market requirements.

Strategic circular economy business developments include agile management of sustainability and economic efficiency in the long term to meet the needs of stakeholders and systems of interdependent behaviour (Bertassini et al., 2021).

Business behaviour management is a strategic management of entrepreneurial activity that contributes to increasing employee’s satisfaction and productivity (Koval et al., 2023a; 2023b). Ensuring an influential work culture is a source for developing the potential of the workforce, which expands business opportunities during the implementation of necessary changes. Productive management behaviour is possible with continuous improvement of the qualifications of the workforce, which will contribute to expanding the options for solving problems and identifying perspectives for making new decisions. Each employee's collective thoughts, ideas, and possibilities form the potential of possible solutions and the economic direction of a particular company.

The study aims to determine management directions for sustainable behaviour in the strategic development of enterprises within the circular economy. To achieve this goal, the following tasks are planned: identify current environmental issues; develop a structure for transforming the careers of labour personnel to enhance skills that promote business development based on sustainability principles; determine the participation of the EU workforce in informal education and training, in the age group of 25-64 years, during 2011-2022; using the method of grouping EU countries, identify the level of labour force participation in informal education and job-related training in 2022; schematically present opportunities for accelerating the transition of businesses to sustainable economic development and establish a process of continuous self-monitoring for businesses operating on sustainable development principles.

2. Theoretical Framework

The question of promoting the development of the circular economy is relevant and forms the focus of contemporary research. However, most attention is primarily directed towards: countering potential threats to businesses that have embraced sustainable development (Duchek, 2020); exploring the reasons for promoting the circular economy, practical consequences of neglecting ecosystem considerations

(Parker, 2018), seeking ways to preserve the value of products and materials for a more extended period (Esposito et al., 2018; Ellen MacArthur Foundation, 2019), fostering the transformation of industries towards ecological development (Ayres, 2008), developing service-oriented solutions to extend the product life cycle (Morelli, 2006), and predicting positive practical outcomes of implementing circular economy principles (Ellen MacArthur Foundation, 2015; Wastling et al., 2018; Rothenberg, 2007).

There is a significant bias in researchers' focus on the technological and political challenges in the transition to a circular economy (Upadhyay et al., 2021). While consumers play a crucial role in the consumption process (Cela et al., 2024; Wastling et al., 2018; Santos -Corrada et al., 2024; Koval et al., 2023a), their attitudes and behaviours are significant drivers of market relations in a circular economy. Setting conditions for purchasing, using, and disposing of products and creating psychological barriers for circular businesses is an underexplored issue requiring scholars' attention.

Primarily, studying the impact of sustainable behaviour on the development of the circular economy, researchers focus on urging the need to involve consumers in implementing circular economy principles (Wilson, 2019; Charter and McLanaghan, 2018). An assessment was conducted on the mutual dependence between the implementation of circular economy-based business models and society's readiness to participate in relevant initiatives (Lofthouse and Prendeville, 2018), taking into account the psychological barriers that businesses may encounter when transitioning to a circular economy from the consumer perspective (Singh and Giacosa, 2019).

Equally important is the examination of the abilities and skills of the workforce as a combination of organizational knowledge, which forms the overall potential of the business through a blend of organizational structures and technologies (Dosi, 2000). There is an interconnection between innovations in management decisions and employee qualifications (Odoardi et al., 2019; Saidani, 2022; Subagja et al., 2022), as well as the need for workforce development, unlocking its potential, which contributes to rational management behaviour leading to sustainable development (Burton, 2012; Gravina et al., 2023).

Notable is research on behaviour management skills (Positive Pathways, 2011), which can be directed towards productive and necessary business behaviour. According to Skinner (1953), a carefully designed and implemented reward system ensures that a person's behaviour changes towards the implementation of a particular business strategy.

Therefore, this research reveals an urgent need for further investigation into sustainable societal behaviour to stimulate the development of the circular economy. There is a search for possible ways to demonstrate society's dependency on their well-being in the positive state of ecosystems, encouraging society to shift its life principles from consumer-driven to rational, thoughtful, and non-excessive ones.

3. Methodology

The methodological foundation of this research is the formation of sustainable business behaviour towards promoting the development of the circular economy. The research was conducted using the following methods: an abstraction method was employed to establish the essence of the circular model of the economy, defining theoretical concepts of sustainable business behaviour, and practical understanding of stimulating circular economy development; functional analysis was employed to highlight the connection between the existing skills and knowledge of the workforce and the development of business based on the principles of the circular economy; and comparative analysis was applied to identify the advantages of transitioning business functioning and development within the framework of the circular economy (Ada et al., 2021; Subagja et al., 2022).

The level of participation in informal education and job-related training, categorized by the type and level of educational attainment in 2022, was analyzed using the clustering method based on the formula by Sturges (1936),

$$h = \frac{Xmax - Xmin}{n} \tag{1}$$

where, *h* is the interval width, *X max* is the maximum indicator of the number of labour resources engaged in informal education, *X min* is the minimum indicator of the number of labour resources engaged in informal education, and *n* is the number of groups.

The analysis of indicators was conducted based on Eurostat data (2024) from EU countries, according to which the data were specified. Countries for which data were absent were not included in the analysis.

The grouping of EU countries by the level of participation of labour resources in non-formal education and training related to work in 2022 will allow to reveal the interrelationships of problems and the development of the participation of labour resources in non-formal education and will expand the directions of the search for optimal options for promoting the self-education of society in the direction of the development of the circular economy.

The development of the circular economy represents a stage in transitioning economic relations to promote the restoration and preservation of natural resources through a rational approach to their utilization. The circular economy is based on the formation of innovative economic directions involving waste reduction, raw material and used goods processing, energy source restoration, and development of new ecological business models.

Manifestations of the circular economy development in the modern stage include: (I) processing, utilization, shredding, and sorting; (II) reuse of raw material elements for agricultural and new production sectors; (III) use of biological waste as fertilizer for agricultural business; (IV) development of repair and restoration service sectors for household equipment (Shvets, 2022), and contributing to resource consumption reduction, the development of new business directions and innovative processes, job creation, economic growth (Arsawan et al., 2022).

Social relations in the circular economy necessitate changes in the consumption, accumulation, and use of goods and services. Extending the lifespans of items through reuse, repair, and recycling ensures the preservation of natural resources and environmental protection. Therefore, there is a pressing need to change production systems based on resource conservation through the use of pre-owned items rather than the production of new ones.

Transitioning to relations based on circular economy principles requires a fundamental shift in societal behaviour, urging individuals to engage in servicing, repairing, and updating consumer products, sharing goods, and so on. Consumers must redirect their focus to major suppliers of raw materials for production, which, in the process of restoration and recycling, must establish a specific production cycle.

Implementing changes in consumer behaviour may lead to resistance, necessitating the development of adaptive recommendations and educational initiatives. These efforts should elucidate the interdependence of societal functioning and the environment, the urgent need to transition to a closed-loop economy, and encourage consumers to participate actively in societal efforts to conserve resources and protect the environment.

Changing societal awareness towards sustainable behaviour reduces the likelihood of encountering significant psychological barriers for entrepreneurial activities transitioning to business models based on circular economy principles. Thus, resilient social behaviour is a driving force in the shift towards a closed-loop economy, which requires meticulous efforts for implementation and governmental support (Bertassini et al., 2021).

4. Results

The production and consumption system of "extraction-processing-consumption-disposal" has led to a reduction in the level of natural resources, an increase in waste, and environmental pollution, prompting the development of significant ecological problems in society. Analyzing the current environmental issues of 2023 (**Table 1**), it is evident that the cause of virtually any type of environmental problem is the anthropogenic impact. Anthropogenic impacts result in climate change, which, in turn, causes specific adverse natural phenomena and leads to irreversible disruptions in ecosystem functioning.

Table 1. Current environmental issues.

Environmental problem	Cause of the problem	Consequences
Global Warming	Increased global CO2 levels	- Temperature rise by 1.15°C; - Seasons of forest fires; - In 2023, 420.59 CO2 PPM; - Increased frequency of tropical storms, hurricanes, heatwaves, and floods.
Food Waste	About 1.3 billion tons of food is discarded or lost; - 40% of food waste occurs after harvesting and processing; - 40% of food waste (in developed countries) happens at the trade and consumption levels.	- Food waste accounts for one-third of annual greenhouse gas emissions.
Loss of Biodiversity	Human overuse of resources beyond natural regeneration capacity	- Population reduction of mammals, fish, birds, reptiles, and amphibians; - Approximately 500 terrestrial animal species are on the brink of extinction; - Reduction of forest areas.
Plastic Pollution	- Increased plastic production; - Lack of recycling for 91% of the planet's total plastic.	- Growth in plastic waste; - Environmental harm to wildlife and their habitats.
Deforestation	Clearing land for agriculture.	- Soil erosion; - Reduction of carbon absorption; - Prevention of landslides.
Air Pollution	- Industrial sources; - Automotive transport; - Biomass burning and dust storms.	- Increased rates of human illnesses; - High human mortality due to poor air quality.
Rising Sea Levels	- Climate crisis; - Melting glaciers.	- Flooding of coastal areas; - Population migration.
Ocean Acidification	- Global temperature rise; - Burning fossil fuels; - Increased forest fires.	- Destructive impact on marine ecosystems and species; - Loss of coral reefs and marine ecosystems.
Agriculture	- 30% of emissions come from livestock and fishing; - Freshwater usage.	- Increase in the carbon footprint.
Lack of Water Security	- Soil erosion; - Infiltration of soil with biocides and fertilizers into groundwater.	- Contamination of drinking water.
Fashion	- Growth in textile waste; - Clothing waste does not biodegrade.	- The fashion industry contributes to 10% of global carbon emissions; - Contamination of groundwater.
Excessive Resource Extraction	- Overfishing; - Excessive food consumption; - Irrational transition to renewable energy sources.	- Depletion of fishing waters; - Pollution of the global ocean and water sources from industrial extraction.

Source: based on (Ceballos et al., 2020; Climate Central, 2023; Global Monitoring Labouratory, 2023; INCN, 2023; World Health Organization, 2023; United Nations, 2023).

The formation of sustainable behaviour in society should take place at three levels:
(i) Changing the approach of the individual as a unit of collective decision-making.
(ii) Transforming business behaviour, which should be oriented towards combining its main functions with active participation in sustainability principles.
(iii) Political support and encouragement for further development of society are based on the principles of the circular economy.

Sustainable consumer behaviour requires a comprehensive joint effort. Overall, positive shifts in this direction can be observed, especially in developed countries where businesses and consumers are more environmentally conscious.

It contributes to the development of innovative solutions, the introduction of new products and types of services, and the improvement of business models. In order to increase profits, entrepreneurship is willing to take risks, change perspectives, and vectors of its business activities, creating conditions for expanding opportunities for the effective development of the circular economy.

Business labour resources shape a set of new ideas and potential changes in production activities. Therefore, by setting the vector of entrepreneurial development towards the circular economy, a significant aspect of such development is promoting the improvement of employees' qualifications regarding the possibilities of further business development based on circular principles (**Figure 1**).

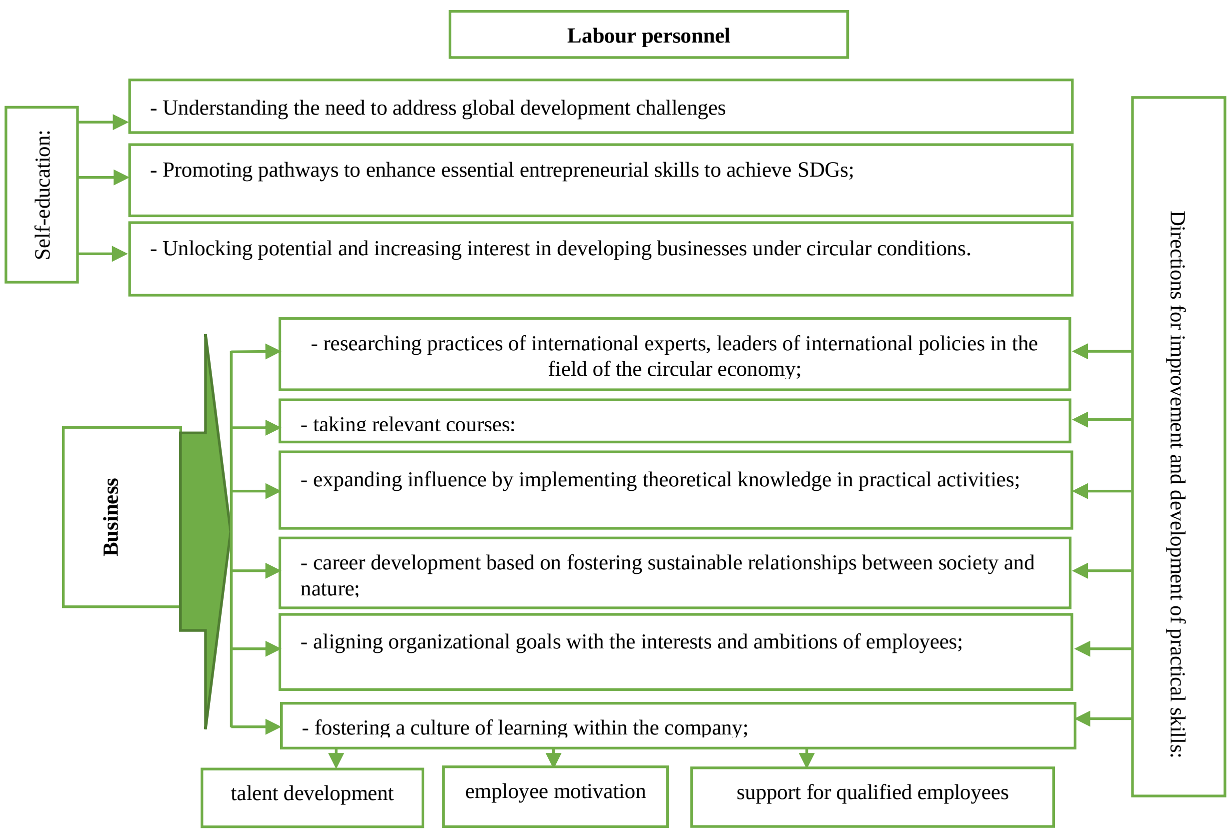

Figure 1. Career transformation structure of labour personnel to enhance skills for business development on sustainability basis.

The opportunities for a business are determined by the collective skills and abilities of the workforce. The interaction of employees' knowledge with business opportunities has the potential for further innovative development and efficient management.

Analysing the workforce in the EU, an overall decrease in the indicator in 2022 compared to 2020 was identified, with a decrease of 0.6%. In the structure, the researched indicator increased in 52% of EU countries, whereas a decrease was observed in 48%. The top three leaders in terms of the workforce in 2022 are Germany, France, and Italy. The indicators of the working-age population in 2022, compared to 2020, increased by 0.2% during the study period in Germany, 0.3% in France, and 2.6% in Italy (**Table 2**). The participation rate of the workforce in education showed a positive trend, increasing by 3.1 percent in 2022 compared to 2020. A stable positive trend is observed in the indicator of workforce requalification by type of economic activity, which increased by 0.5 percent over the years studied.

Table 2. Participation of the EU workforce in education and training, age category 25-64, in 2020-2022.

No.	Indicator name	2020	2021	2022	Change from 2020 to 2022, percentage points
1.	Working-age population, thousand people	284123.1	282224.6	282282.8	99.4
2.	Participation rate in education and training, employed persons, %	9.5	11.6	12.6	3.1
3.	Workforce undergoing retraining by types of economic activity, %	21.7	21.8	22.2	0.5
4.	Participation rate in non-formal learning and work-related training, %	31.5	34.6	38.1	6.6

Source: based on Eurostat (2024).

Analysing the willingness of the EU workforce to participate in informal education, there is a 6.6 percentage point increase in the indicator in 2022 compared to that in 2020. This indicates significant business prospects in aligning the sustainable worldview of employees with the goals of entrepreneurial activity. Exploration of this indicator in detail reveals a positive trend in the number of personnel acquiring informal education related to work issues. However, the number sponsored by employers is lower than that of self-funded individuals (**Table 3**).

Table 3. Participation of the EU workforce in informal education and training, age category 25–64, 2011–2022.

No.	Indicator name	2011	2021	2022	Change from 2011 to 2022, percentage points
1.	Participation in informal education and training: work-related, %	80.0	778.8	81.8	1.8
2.	work-related and sponsored by the employer, %	70.7	68.4	71.2	0.5
3.	work-related and employer-funded (for employees only), %	77.6	77.3	78.4	0.8
4.	work-related and not sponsored by the employer, %	9.3	10.4	10.6	1.3
5.	not work-related, %.	80.0	778.8	81.8	1.8

Source: based on Eurostat (2024).

A stable correlation was identified as a result of grouping EU countries based on the level of participation of labour resources in informal education and training related to work in 2022. There is a preference for the indicators of the number of labour resources receiving informal education and training related to work and sponsored by the employer over the corresponding number of workers who receive informal education at their own expense (**Table 4**).

Table 4. Grouping of EU countries by the level of participation of labour resources in informal education and training related to work in 2022, %.

Percentage of labour resources' participation in informal education and training related to work	Group of countries	Average value across country groups:		
		Labour resources receiving informal education and training related to work	Labour resources receiving informal education and training related to work and sponsored by the employer	Labour resources receiving informal education and training related to work and not sponsored by the employer
6 – 22.3	Bulgaria, Greece, Cyprus, Lithuania, Poland, Romania	14.1	10.8	2.8
22.4 – 38.6	Belgium, Denmark, Estonia, Ireland, Spain, France, Italy, Latvia, Luxembourg, Malta, Slovenia, Finland, Norway	31.0	23.7	4.3
38.7 - 55	Czech Republic, Germany, Hungary, Netherlands, Austria, Portugal, Slovakia, Sweden, Switzerland	46.7	41.7	5.8

Source: based on Eurostat (2024).

Examining the structure of countries in terms of the number of labour resources receiving informal education and training related to work and sponsored by employers, it was found that the highest indicators are in the Czech Republic (45.9%), Germany (37.4%), and Denmark (32.3%) respectively. The lowest indicators are in Greece, 2.9%, Bulgaria (12.0%), and Cyprus (17.5%), respectively.

Among countries with labour resources receiving informal education and training related to work but not sponsored by employers, Switzerland, Italy, and Spain have the highest indicators – 7.1%, 6.8%, and 5.8%, respectively. The lowest indicators are in Poland, at 1.5%, and Romania and Latvia, at 2.7% each.
Therefore, the above-said provides grounds to assert the contemporary need for forming a workforce with an appropriate level of combined theoretical and practical knowledge about shaping and promoting businesses based on circularity. In the transition to a circular economy, attention should be focused on the youth as potential elements of the future workforce in business. Developing a set of policy measures that facilitate the interaction between education and practical activities, serving as the basis for acquiring skills for effective business management based on sustainable development principles, will contribute to the increased circular orientation of entrepreneurship.

The survey results of the population of EU countries aged 25 to 64 were studied regarding their willingness to participate in education or vocational training. Therefore, from 2011 to 2022, there was a stable trend of an increase in the number of individuals who wish to learn. In 2022, compared to 2011, the corresponding indicator increased by 18.9%. As for the number of individuals who do not wish to participate in education, their number decreased by 1% over the studied period. The highest number of individuals who wish to learn is observed in Hungary, Germany, and Turkey, with growth rates of 163.2%, 121.1%, and 94.6%, respectively. In terms of the number of individuals who do not wish to learn, Germany (180.5%), Portugal (141.1%), and Austria (36.5%) lead the way (**Figure 2**).

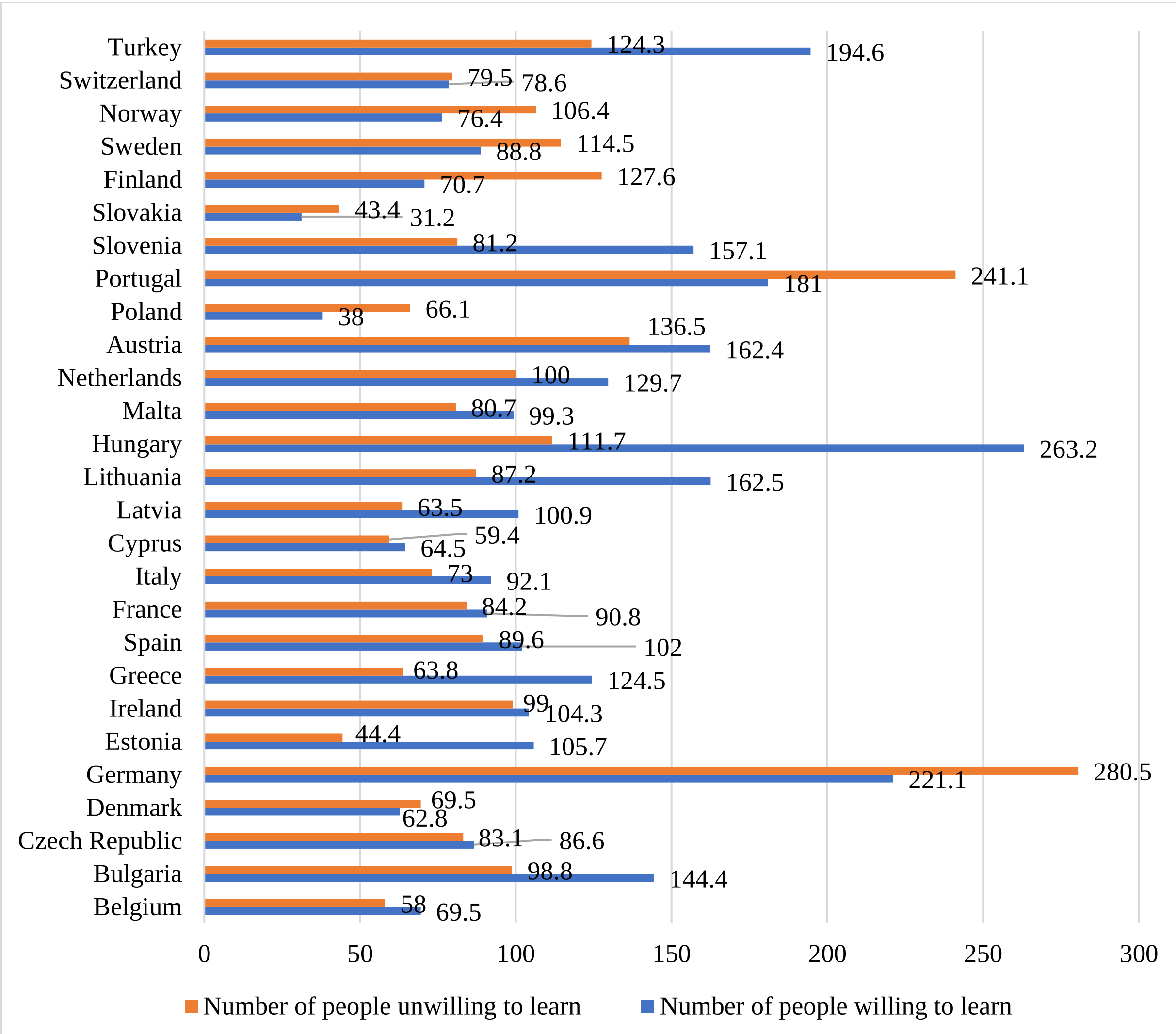

Figure 2. Dynamics of the EU Population's Willingness to Learn, 2011–2022, %.
Source: based on Eurostat (2024).

The upward trend in individuals willing to learn over the past nine years reflects society's readiness for a change. There is a need for government intervention to support the transition to sustainable development in economic relations.

The shift towards the circular economy primarily entails social changes, which can be facilitated through sustainable development in education. Giving due attention to integrating foundational knowledge from various fields of study, along with subjects related to the fundamentals of circular economy development, will strengthen students' positions in dynamic market conditions and create a robust workforce for the sustainable development of entrepreneurship.

The development of the educational network towards the sustainable development of the economy will unite stakeholders in society, provide access to their interactions with businesses, and form a robust knowledge base for exploring further paths of the circular economy development (**Figure 3**). Expanding the foundation of new knowledge and ideas creates significant potential for increasing the scope of sustainable development, incorporating circular economy principles while considering their adaptation to specific developmental conditions.

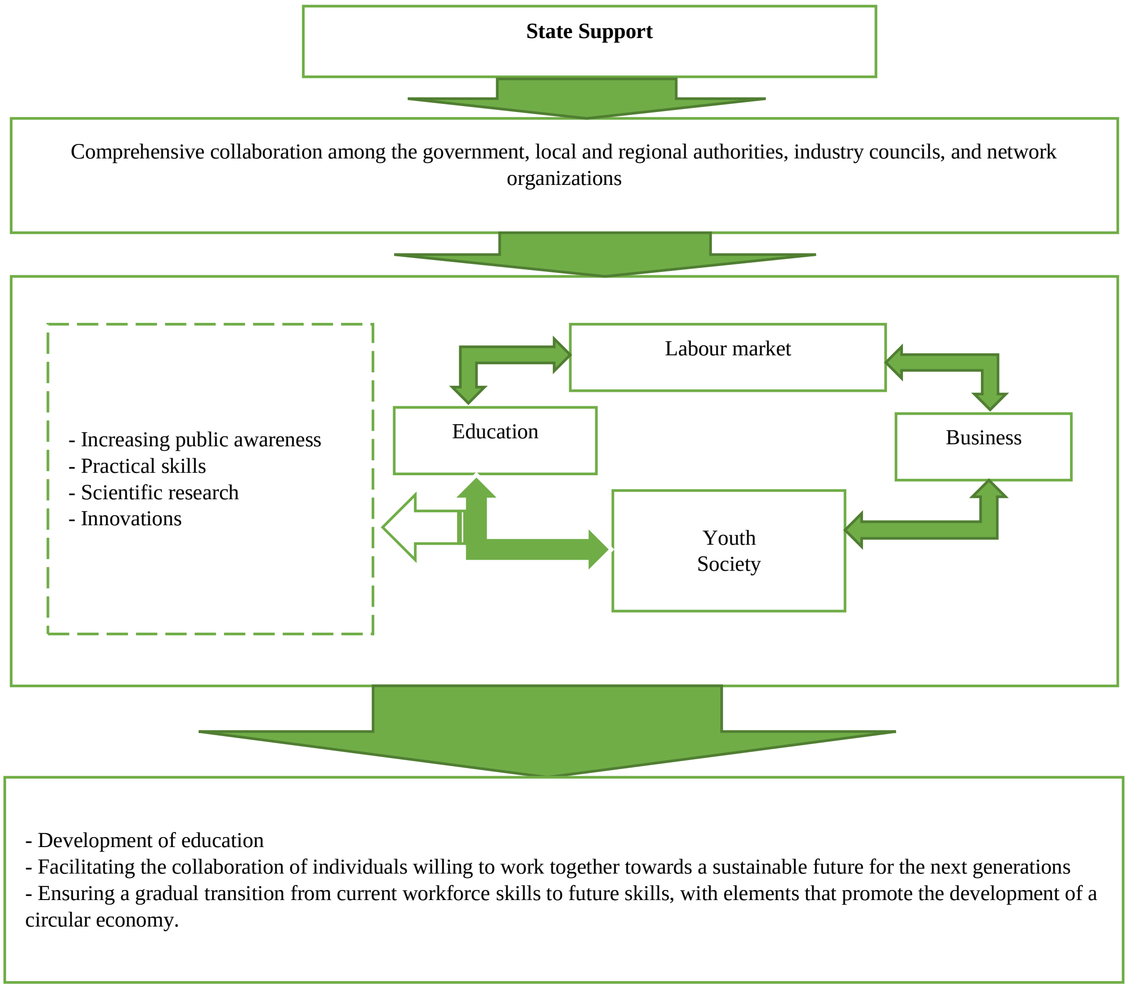

Figure 3. Accelerating business transition to the circular economy development.

The present demands serious commitment from businesses to sustainable development. Operating on the principles of sustainability involves not only producing and selling environmentally friendly products and reducing emissions but also setting targeted goals and developing business models that ensure both financial profits, social and environmental progress.

By analysing recent trends in the transition to sustainable development globally, positive shifts in the right direction have been identified. There is a diversity of approaches among companies transitioning their activities to sustainability principles: fostering innovation, developing and implementing sustainable products, using energy-efficient equipment, providing training for employees on opportunities to implement changes for environmental protection (**Figure 4**).

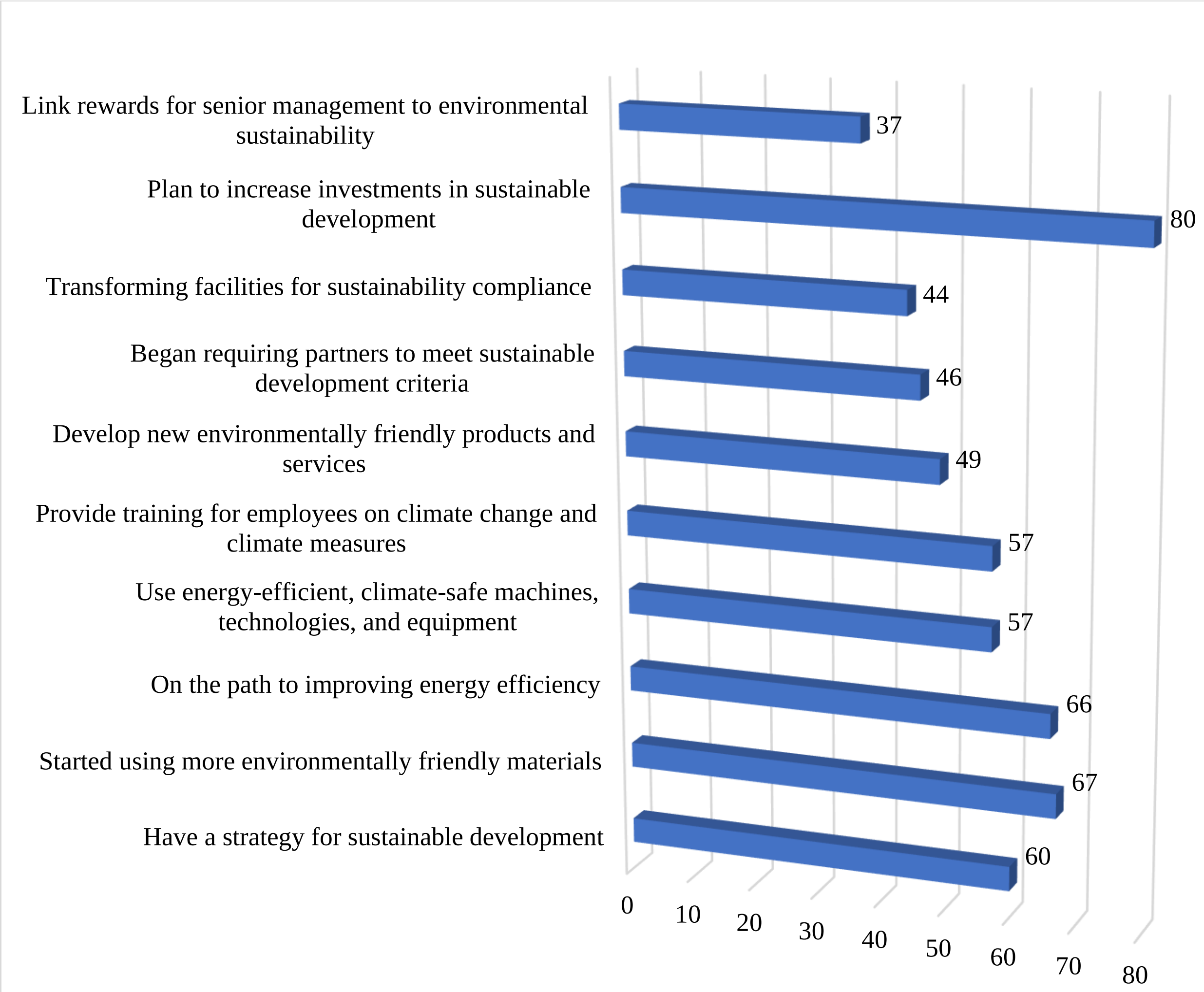

Figure 4. Statistical data on business sustainable development in 2023, % of the total number of global enterprises. Source: based on Deloitte (2022), Talal Rafi (2023).

The positive trend of businesses transitioning to sustainable development has yet to reach all enterprises worldwide, mainly due to their low awareness of relevant measures, lack of finances and time constraints, among other reasons. However, social development is an integral mechanism that generates the need for a unified direction to achieve set goals. Therefore, sustainable business development is currently the central guiding principle of economic orientation, and requires the involvement of all representatives. Understanding and implementing sustainable business practices is no longer a choice but a necessity for long-term success and competitive positioning in the market.

Sustainable development of business requires expanding its activities through measures to protect the environment and society. This involves implementing strategies to ensure profitability, promote social well-being, protect the planet, and create long-term values for society. Sustainable businesses must operate under conditions of continuous self-analysis, striving for ongoing self-exploration, and finding ways to rationally combine the benefits of entrepreneurial activities, positive impacts on societal development, and environmental protection (**Figure 5**).

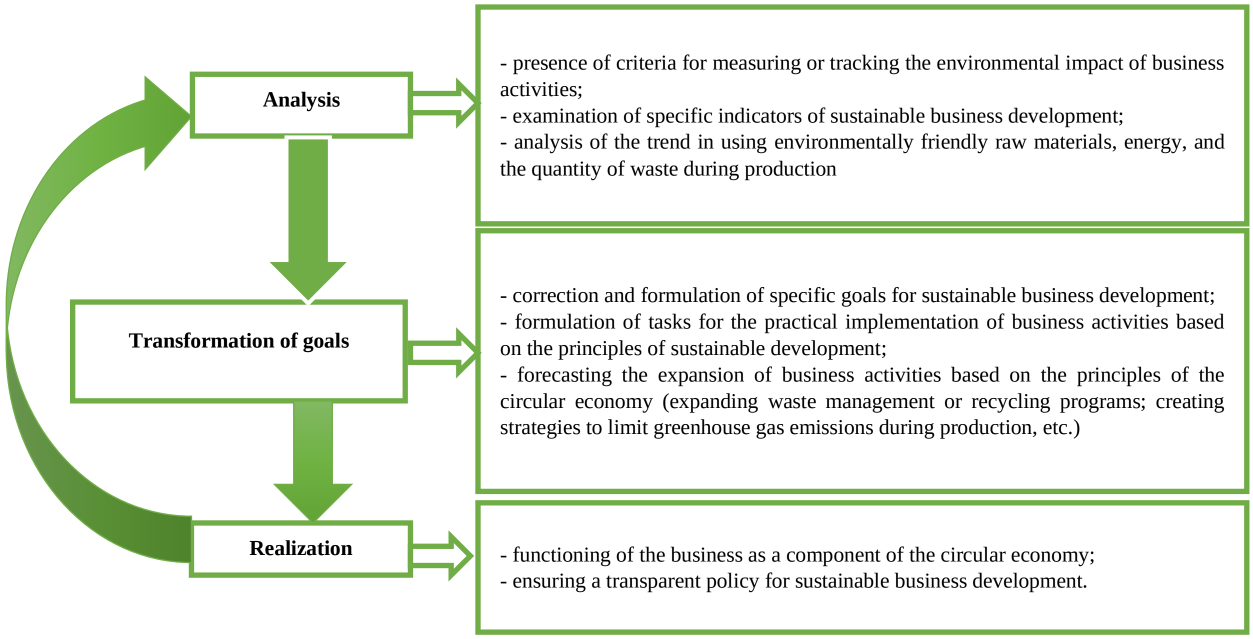

Figure 5. The process of continuous self-monitoring of a business operating on the principles of sustainable development.

Sustainable business development is an ongoing process requiring constant improvement, adaptation, and readiness for change. This allows enterprises to be at the forefront of environmental practices and to continually move towards sustainable growth, remaining flexible to innovative trends in sustainable development.

The presence of corporate social responsibility and the efficient implementation of corporate behaviour policies ensure the effectiveness of sustainable entrepreneurial activities. These policies contribute to the increased productivity of employees, cooperation and unity within the business team, effective communication among employees and business partners, enhanced customer satisfaction, and attraction of highly qualified personnel. They also optimize the decision-making processes, among other benefits.

5. Discussion

It is possible to enhance the competitiveness of modern enterprises through sustainable development. This transformation requires changes in internal business policies and entails potential threats and risks, necessitating optimized decision-making and timely adaptation to a changing economic environment (Duchek, 2020).

The development of a circular business economy occurs through a balance between production and consumption processes. The circular business model contributes to resource, nature, and bioresource restoration by prioritizing closed material cycles, as noted by representatives of the United Conference on Trade and Development (Unctad, 2023).

Business plays a pivotal role in driving the development of the circular economy. The accumulation and support of highly qualified personnel are critical to the success of entrepreneurial activities, with expanded capabilities aligned with innovation effectiveness and sustainable development (Zhao and Brychko, 2023). According to Dosi (2000), the collective skills of each employee within a company represent their potential, which needs to be effectively utilized and coordinated.

The transition to the circular economy involves technological and social changes (Government of the Netherlands, 2023). Supporting the development of political initiatives to expand the knowledge of youth and society towards enhancing business operations based on the principles of the circular economy is crucial (Kazancoglu et al., 2018).

Managing workforce behaviour is a component of effective business conduct. Forming a development vector of employees aligned with business goals ensures an overall increase in the company's productivity. Therefore, business activities are inseparable from the continuous improvement of employees' qualifications and management of their internal awareness (Rogers and Carmichael, 1942).

Sustainable business development is closely linked to the promotion of workforce qualifications, which contributes to the optimization of managerial decision-making. The collective alignment of employees' thoughts with business goals forms powerful potential for enterprise competitiveness. Managing employees' behaviour is crucial in the transition towards sustainable development (Ausat et al., 2022).

6. Conclusions

The transition of society to sustainable development requires significant efforts to overcome barriers associated with the introduction of eco-innovations and public awareness of the transition to a circular economy. This will ensure the search for rational ways to develop innovative and effective business strategies and will enhance the generation of new ideas and contribute to the formation of a culture of sustainable development.

Increasing the level of public knowledge in the field of circular economy development should occur at the state level. Sustainable business development can be achieved through the effective implementation of corporate social responsibility, which helps to translate the views of the workforce into a single entrepreneurial strategy. This also stimulates the formation of innovations and a creative approach to decision-making in the direction of developing a circular economy.

The development of the circular economy is a relatively new direction that requires the development of research in the direction of expanding indicators of sustainable development, which would provide an opportunity to conduct more profound research on the relevant topic.

The analysis of modern environmental problems determines the vector of development of entrepreneurial activity towards sustainable development, increasing the level of qualification of workers concerning the possibilities of development of the circular economy, which plays a significant role. The level of workforce participation in education from 2020 to 2022 increased by 3.1 percentage points. A stable positive trend is observed in the indicator of the workforce requalification by type of economic activity, which increased by 0.5 percentage points during the studied years.

Analysing the willingness of the workforce in the EU to participate in informal education, there is an increase of 6.6 percentage points in 2022 compared to 2020. Among the countries with the highest rates of labour resources participating in informal education and training related to work and not sponsored by the employer, Switzerland, Italy, and Spain have the highest rates of 7.1%, 6.8%, and 5.8%, respectively. The lowest rates were observed in Poland (1.5 %), Romania, and Latvia (2.7 %). This indicates significant business prospects in fostering sustainable awareness among employees, in alignment with the goals of entrepreneurial activities.

Sustainable business development requires expanding activities through measures to protect the environment and society. It should operate through continuous self-analysis involving ongoing self-exploration and finding ways to rationally combine the benefits of entrepreneurial activities, positive societal impacts, and environmental protection.

It is recommended to develop a process of constant self-control of businesses operating on the principles of sustainable development, according to which analysis, transformation of goals and implementation of updated development goals should be paramount to the economic process and be of constant importance nature of implementation. Sustainable development directions must be implemented under the influence of external and internal factors. External influence is carried out through promoting government measures (legislative norms and standards), changes in public preferences and constant consumer demands.

Conflict of Interest
The authors confirm that there is no conflict of interest to declare for this publication.

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