



Sustainable Strategic Management (GES): Sustainability in smallbusiness

Marileide Barbosa

Ms, Business Consultant, Brazil

ABSTRACT

The importance of sustainability for the development of society requires organizations to make complex efforts that allow them to continue with their endless struggle to maintain or create competitiveness and, at the same time, to responsibly take on their leading role in improving the social and environmental impacts of human activities. For small companies, the planning and operationalization of efforts required to turn them into sustainable organizations represent an even greater challenge, which adds to the lack of sustainable management models in the specialized literature. The objective of this research was to develop a management model called Sustainable Strategic Management - GES. Well-established conceptual bases such as Strategic Management, Triple Bottom Line, and Balanced Scorecard were used to build an integrated model that allows for small businesses to insert sustainability into their activities in a holistic, feasible, and controllable manner, resulting in competitive advantage. Also, the planning and implementation of GES were tested in a small Brazilian company. In conclusion, a theoretically validated tool was obtained, which will still require evidence to show, in the long run, the effectiveness of its purpose.

Biography:

Master in Sustainability from the Catholic University of Campinas, Postgraduate in Strategic Business Management from the Catholic University of Minas Gerais, Postgraduate in Accounting, Expertise and Auditing from UNOPAR-EaD - PR, Bachelor of Business Administration from UNIFENAS of Minas Gerais, Poços de Caldas, registered with the Regional Administration Council of Minas Gerais; experience in business administration with an emphasis on strategies focused on results, business plan, sustainable strategic planning using the GES tool, economic and financial analysis, analysis of performance indicators. It operates in segments such as commerce, restaurant, school with an emphasis on early childhood education, elementary I and fundamental II, distributor of veterinary products, veterinary specialty clinic, multidisciplinary medical clinic, carrier, among others. She has been a business consultant since 2009 for the company Analicon Business Clinic,

she gives courses, training and lectures at universities, private companies and the review of manuscripts for journals.

Publication of speakers:

1. Barbosa, M.; Castañeda-ayarza, J. A; Ferreira, D. H. L. (2020) Sustainable Strategic Management (GES): Sustainability in small business, Journal of Cleaner Production, Volume 258, 2020, 120880
2. Barbosa, M.; Castañeda-ayarza, J. A; Ferreira, D. H. L. (2020) Sustainable management, balanced scorecard and small business: a systematic review and state of the art. Independent Journal of Management & Production. Vol 11, No 1, 156:174.
3. Castañeda-ayarza, J. A; De Benedicto, S. C.; Ferreira, D. H. L. Barbosa, M. (2019) PBL method in the formative process in postgraduate courses: An evaluation from students' perception. International Journal for Innovation Education and Research. Vol:7 No-12, 333-347.

Citation: Marileide Barbosa; Sustainable Strategic Management (GES): Sustainability in smallbusiness; Webinar on Business-Management; January 2021.

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