The Sustainability Challenge and its Business Solution

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EXECUTIVE SUMMARY

The modern-day multi-dimensional sustainability challenge has created not only some long-term survival threats but numerous business opportunities also. This paper primarily explores the sustainability challenge in a business context, and discusses a strategic business solution that resolves the sustainability challenge while staying focused on profitability goals of a sustainable business enterprise. The paper also delineates some related sustainability-based theoretical perspectives.

Keywords: Sustainability, Sustainable global enterprise, Sustainability value portfolio, Sustainability ethics