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## ORGANIZATIONS AND SUSTAINABLE DEVELOPMENT

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### ABSTRACT

Sustainable development has become one of the main guiding paradigms of contemporary organizational practices, especially in the face of intensifying global environmental, social, and economic crises. This article aims to critically analyze the theoretical foundations and practical applications of sustainability in the organizational context, considering its relationship with corporate governance, business ethics, and market competitiveness. The research adopts a qualitative approach, based on a literature review of classic and contemporary authors, as well as relevant institutional reports and case studies. The evolution of the concept of sustainability is discussed, from the Brundtland Report to the consolidation of ESG (Environmental, Social, and Governance) practices, highlighting its influence on the strategic formulation of organizations. It argues that sustainability has ceased to be an accessory practice and has become a central element in the construction of organizational value, directly impacting innovation, reputation, and financial performance. Furthermore, the article presents concrete examples of companies that have incorporated

sustainability into their operations, demonstrating how such practices can generate lasting competitive advantages. Finally, the role of leadership and organizational culture in consolidating sustainable models is reflected upon, pointing out paths for ethical and responsible business practices aligned with the challenges of the 21st century.

**Keywords:** Sustainable development. ESG. Social responsibility. Corporate governance. Sustainable innovation.