ROLUL SUSTENABILITĂȚII ÎN MANAGEMENTUL AFACERILOR

SUSTAINABILITY EVOLVING ROLE IN BUSINESS MANAGEMENT

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Abstract: The present research aims to incorporate the sustainability related risks into an existing health and safety risk management evaluation. Sustainability has become a business strategy for shareholders and society so the author proposes the implementation of a standard in work related risk evaluation. The 4P concept will determine a more up to date and practical risk evaluation. In order to achieve an improved health and safety policy the risk assessment evaluation team has to implement a sustainable function. Practical the sustainability of risk assessment is measured by factors related to the first function as Social responsibility of People's education, the second function is related to Economic responsibility and presents the Profit analysis, the 3rd function is Environmental responsibility regarding working environment (Planet) and the last function is Technological responsibility regarding factor related to Production and Partners.

Keywords: sustainability, business strategy, health and safety optimization.