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Management and Organizing Strategies in Building a Sustainable Business

Neza Aini Ariyanto[1], Nadira Salsabila[2], Nor Cahya Lailina[3], Wardatun Nikmah[4], Nunuk Indarti[5]

[1] Student, Departement of Economic Education, Faculty Of Economic And Business, Pgri Wiranegara University Pasuruan, Indonesia

[2] Student, Departement of Economic Education, Faculty Of Economic And Business, Pgri Wiranegara University Pasuruan, Indonesia

[3] Student, Departement of Economic Education, Faculty Of Economic And Business, Pgri Wiranegara University Pasuruan, Indonesia

[4] Student, Departement of Economic Education, Faculty Of Economic And Business, Pgri Wiranegara University Pasuruan, Indonesia

[5] Lecturer, Departement of Economic Education, Faculty Of Economic And Business, Pgri Wiranegara University Pasuruan, Indonesia

Corresponding Author: nezainiariyto31@gmail.com[1], nadirasalsabila48@gmail.com[2], nunukindarti53@gmail.com

Abstract

Business sustainability is the main focus in modern management because companies are required to be oriented not only to short-term profits, but also to long-term operational sustainability. This article discusses the strategic role of management and organizing in supporting sustainable business through a conceptual approach based on management theory. Effective management includes planning, resource utilization, and performance evaluation that ensure that each activity runs according to strategic objectives. Meanwhile, organization plays an important role in forming a work structure that is adaptive, clear, and able to respond to changes in the business environment.

This article confirms that sustainability can be achieved through good governance, effective coordination, and leadership that is able to drive innovation. The use of technology, data, and a collaborative organizational culture is also a supporting factor in increasing efficiency and competitiveness. With the right integration of management and organization, the company is able to reduce risk, improve operational stability, and build long-term relationships with stakeholders.

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In conclusion, a targeted and adaptive managerial strategy is the key for companies to maintain business sustainability amid global competition dynamics.

Keywords: Strategy, Management, Organization, Building Business, and Sustainability.

INTRODUCTION

Business sustainability has become an important focus in the modern management world as the complexity of the business environment and the demands of global competition increase. Companies are no longer only faced with the need to achieve short-term profits, but are also required to ensure long-term operational sustainability. In this context, management and organizational strategies play a central role as they are the main foundations for the effectiveness of managerial processes and the stability of the company. Planned and targeted management allows companies to maximize the use of resources, increase efficiency, and minimize risks. Meanwhile, good organization ensures clear division of tasks, optimal coordination, and an organizational structure that is able to adapt to market changes.

The main challenges facing companies today include technological dynamics, economic uncertainty, and changing consumer preferences. Therefore, an adaptive and responsive management strategy is a necessity that cannot be ignored. Through the integration between effective management and organization, companies can create a strong foundation for innovation, data-driven decision-making, and long-term value creation. This article aims to examine the role and contribution of these two strategies in supporting sustainable business development, as well as providing an understanding of management practices that are relevant in the modern era.

METHOD

This study uses the literature review method as the main approach in examining management and organizational strategies that contribute to sustainable business development. Literature review is chosen because it allows researchers to collect, analyze, and synthesize various concepts, theories, and empirical findings that have been published in scientific journals, academic books, research reports, and other relevant scientific sources. This approach aims to provide a comprehensive understanding of the relationship between management practices and business sustainability, as well as identify patterns and trends that have emerged from previous studies.

The literature collection process was carried out by searching scientific databases such as

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Google Scholar, ScienceDirect, and JSTOR using the keywords: strategic management, management, organization, sustainable business, and corporate governance. Inclusion criteria include publication of the last five to ten years, relevance to the topic, and methodological suitability. Meanwhile, exclusion criteria are set on sources that have no academic basis or do not provide adequate managerial analysis.

The data obtained were analyzed using thematic analysis techniques, namely identifying the main themes that emerged from various literature. This approach allows researchers to formulate a theoretical synthesis of how management and organizational strategies play a role in supporting business sustainability. The results of the analysis are then used as the basis for formulating the discussion and conclusions in this article. Thus, the literature review method provides a strong scientific foundation for the development of an understanding of sustainable management practices in the context of modern business.

RESULTS AND DISCUSSION

The results of the literature review show that management and organizational strategies play a significant role in realizing a sustainable business. The first finding confirms that business management is the basis for creating organizational efficiency. Daft (2016) emphasizes that management includes not only operational activities, but also strategic decision-making that directs all organizational resources towards long-term goals. The four management functions — planning, organizing, directing, and controlling — have been shown to work continuously in ensuring coordination at all managerial levels. The integration of these functions results in operational effectiveness while ensuring that the strategies formulated at the leadership level can be translated and executed well by the organizational units under them.

The second finding relates to business organization and the effectiveness of organizational structures. The literature shows that the success of an organization is greatly influenced by the suitability of the structure with the characteristics of the business being run. Griffin (2017) emphasized that good organization facilitates the distribution of responsibilities, the organization of workflows, and improves internal coordination. The differences in organizational structure — such as simple structures in MSMEs, functional and divisional structures in the retail and manufacturing sectors, and matrix structures in startups — confirm that each type of business requires an organizational approach that is appropriate to its level of operational complexity. In line with Wheelen and Hunger (2018), the balance between centralization and decentralization has proven to be an important factor to maintain organizational efficiency and flexibility.

The third result shows that the application of modern management principles is a

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determining factor for business sustainability. In small businesses, this principle appears through stock planning, task sharing, and simple supervision, while large companies apply it through cross-divisional task sharing and data-driven control systems. Kotler et al. (2021) emphasized that the use of digital technology and data-based management systems improves companies' ability to respond to changes in the business environment. This shows that sustainability is not only determined by internal resource management, but also by the organization's ability to adapt to technological and market changes.

Overall, the results of the analysis show that the synergy between effective management, the right organizational structure, and modern technology-based management principles are the main foundations in building a sustainable business. The integration of these three aspects creates an organization that is efficient, adaptive, and responsive to global dynamics.

Measurement accuracy rate

In literature review-based research, the measurement of the accuracy rate is carried out to assess the accuracy, consistency, and reliability of the information used in the analysis. The accuracy of measurements in this study is determined through the following indicators:

1. Validity of Sources (Validitas Sumber)

   Accuracy is assessed based on the quality of the literature sources used. All literature comes from indexed scientific journals, academic books, and official publications. Only sources that meet the criteria of relevance, credibility, and year of publication (last 5–10 years) are included. Thus, the level of accuracy of the information used in the analysis can be accounted for.
2. Cross-Reference Consistency (Konsistensi Referensi Silang)

   The level of accuracy was checked by comparing concepts, findings, and theories from several authors. Information is considered accurate if there is consistency between the literature on management principles, organizational structure, and business sustainability. Data inconsistencies are analyzed and synthesized to avoid bias.
3. Thematic Verification (Verifikasi Tematik)

   The collected literature is grouped into three main themes: (1) business management; (2) organization and organizational structure; (3) management principles in business sustainability. The accuracy of the data was tested through thematic suitability, namely the alignment of the content of the literature with the predetermined categories. Data that do not meet thematic fit are not included.

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4. Analytical Accuracy (Akurasi Analisis)

   The accuracy of the measurement is also ensured through thematic analysis techniques, which are to compare the results of the synthesis with modern management theories such as Daft, Griffin, Wheelen & Hunger, and Kotler. Analysis is accurate if the results reflect common patterns found in the literature without distortion of interpretation.

5. Reproducibility (Reproduktibilitas)

   The level of accuracy is increased when the data collection and literature selection procedures can be replicated by other researchers with consistent results. Therefore, the inclusion–exclusion criteria and search keywords are clearly defined to ensure reproducibility.

CONCLUSION

Based on the results of the literature analysis, it can be concluded that management and organizational strategies are the main foundation in building a sustainable business. Effective business management ensures the optimization of resources through integrated management functions, namely planning, organizing, directing, and controlling. The implementation of proper management at all levels of the organization allows for operational efficiency and alignment between the company's short-term and long-term goals.

On the other hand, organization plays an important role in creating a clear, coordinated, and adaptive work structure to changes in the business environment. The selection of an organizational structure that is in accordance with the characteristics and complexity of the company has proven to be a determining factor in strengthening organizational performance and responsiveness. The right combination of structure, a balance between centralization and decentralization, and effective internal communication support the company's ability to cope with market dynamics.

In addition to internal factors, business sustainability is also greatly influenced by the organization's ability to adapt to technological developments and external demands. The application of modern management principles, including the use of data-driven systems, has been proven to improve decision-making accuracy and competitiveness in the digital age. Thus, business sustainability depends not only on a solid management and organizational strategy, but also on the ability of companies to build systems that are innovative, adaptive, and responsive to global changes.

Overall, the integration between effective management, proper organizational structure,

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and the use of modern technology is the key to creating a stable, competitive, and sustainable business. These findings are expected to be a reference for business people and researchers in developing management practices that support the company's sustainability in the future.

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