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Metoda oceny zrównoważonego rozwoju przedsiębiorstw

Abstract

Nowadays the idea of sustainable economic development is being increasingly emphasized. It is based on the pillars of economic growth, environmental protection and corporate social responsibility. In order to achieve sustainability in practice a single organization requires balancing economic, environmental and social goals. This dissertation presents a method for assessing the corporate sustainability in the form of an IT tool dedicated to manufacturing and service companies.

Contemporary organizations have been shifting away from the traditional management model toward the idea of sustainability which assumes that a specific business entity's chances for future long-term existence and growth are found in the harmony of its goals with the expectations of the company's stakeholders, with the environment and the local communities – in economic, environmental and social perspective. As evidenced by the abundant literature, the management concept underlying the very essence of sustainable enterprise operations is the Lean Green approach. Accentuation of the human factor within the Lean Green concept and the growing popularity of the idea of Corporate Social Responsibility (CSR) legitimized the author to propose the Human Lean Green approach – the foundation for the method developed. The evaluation involves measuring indicators obtained through the analysis of responses provided by representatives of the surveyed companies. Questions regarded the application of good practices in production and/or service processes. The survey has been conducted across three dimensions: improvement of processes (Lean), impact on the environment (Green) and workplace quality and safety (Human). Innovative aspects of the method, compared to those proposed so far, are separation of the Human module, emphasis on good practices to ensure efficiency of operations and the ability to perform evaluation work on both manufacturing and service enterprises.

Besides the assumptions of the Human Lean Green method, the study outlines a formal model and an IT tool for conducting the research. Also presented is the course of research conducted at dozens of companies. While the suggested form of the survey can be used as a measurement tool for testing a business's maturity in terms of sustainability, the implementation of the recommended improvement measures, along with the potential to increase the company's competitive advantage in the market, will help identify opportunities on the way to achieving organizational sustainability in the areas of Human Lean Green.