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The program of sustainable development of building a new ecology of enterprises using social communication on the example of Chinese companies

Програма сталого розвитку побудови нової екології підприємств за допомогою соціальної комунікації на прикладі китайських компаній

With the rapid development of the global economy and increasingly serious environmental issues, sustainable development has gradually become one of the main strategies for enterprises to achieve long-term competitive advantage. Sustainable development is not only related to the economic benefit of enterprises, but also includes environmental protection and fulfillment of social responsibilities with the involvement of social communications, which are very important at all stages of creating a sustainable development program. Enterprises in today's complex business environment need to achieve multiple goals through the concept and practice of sustainable development, balanced economic growth, environmental protection and social welfare. Sustainable development is not only a necessary means to solve problems such as global climate change and resource scarcity, but also a key for enterprises to enhance their brand reputation and market competitiveness. Research shows that by implementing green production and sustainable consumption strategies, enterprises can achieve economic benefits while effectively reducing negative environmental impacts. This strategy is especially important in the emerging market economy, as the market usually faces greater environmental challenges and economic uncertainty. In addition, research by scholars from both Ukraine and China further highlights the important role of technological innovation in promoting the sustainable development of enterprises. By optimizing the management structure, implementing technological innovation

and strengthening the awareness of environmental responsibility, enterprises can not only cope with external economic changes, but also enhance their long-term competitiveness and ability to cope with risks. Based on the theory and case study of enterprise sustainable development practices, this paper thoroughly discusses how enterprises can achieve the goals of sustainable development through technological innovation, green management, social responsibility and other means. At the same time, this paper analyzes the shocks in the world economy and environment under the background of increasingly prominent, enterprises through the implementation of innovation strategy adjust the organizational structure and management mode, enhance their flexibility and ability to cope with external environmental changes. In addition, the paper proposes a sustainable development path for enterprises to build a new ecosystem, aiming to help enterprises strike a balance between environmental protection and economic benefits and ensure that they can maintain long-term and stable development in the future. This study not only provides specific strategic suggestions for enterprises, but also lays a theoretical foundation for academic research in related fields and promotes further study in the field of sustainable development. The results of these studies provide important reference for enterprises to cope with complex market competition and increasing environmental pressures in the context of globalization and digital transformation.

Key words: sustainable development, social communication, new enterprise ecology, green management, technological innovation, corporate social responsibility

Зі стрімким розвитком глобальної економіки та дедалі серйознішими проблемами навколишнього середовища сталий розвиток поступово став однією з основних стратегій для підприємств щодо досягнення довгострокової конкурентної переваги. Сталий розвиток пов'язаний не лише з економічною вигодою підприємств, але також включає захист навколишнього середовища та виконання соціальних обов'язків із залученням соціальних комунікацій, які дуже важливі на всіх етапах створення програми сталого розвитку. Підприємства в сучасному складному бізнес-середовищі повинні досягати багатьох цілей за допомогою концепції та практики сталого розвитку, збалансованого економічного зростання, захисту навколишнього середовища та соціального добробуту. Сталий розвиток є не лише необхідним засобом вирішення таких проблем, як глобальна зміна клімату та дефіцит ресурсів, але й ключовим фактором для підприємств, щоб підвищити репутацію свого бренду та конкурентоспроможність на ринку. Дослідження показують, що запроваджуючи екологічне виробництво та стратегії сталого споживання, підприємства можуть отримати економічні вигоди, ефективно зменшуючи негативний вплив на навколишнє середовище. Ця стратегія особливо важлива в умовах ринкової економіки, що розвивається, оскільки ринок зазвичай стикається з більшими екологічними проблемами та економічною невизначеністю. Крім того, дослідження вчених з України та Китаю додатково підкреслюють важливу роль технологічних інновацій у сприянні сталому розвитку підприємств. Оптимізуючи структуру управління, впроваджуючи

технологічні інновації та посилюючи усвідомлення відповідальності за навколишнє середовище, підприємства можуть не лише впоратися із зовнішніми економічними змінами, але й підвищити свою довгострокову конкурентоспроможність і здатність справлятися з ризиками. Базуючись на теорії та практичному дослідженні практик сталого розвитку підприємств, у цій статті докладно обговорюється, як підприємства можуть досягти цілей сталого розвитку за допомогою технологічних інновацій, екологічного менеджменту, соціальної відповідальності та інших засобів. Водночас у цій статті аналізуються потрясіння у світовій економіці та навколишньому середовищі на фоні дедалі помітнішого, підприємства шляхом впровадження інноваційної стратегії коригують організаційну структуру та режим управління, підвищують свою гнучкість та здатність справлятися із зовнішніми змінами середовища. Крім того, у документі пропонується шлях сталого розвитку для підприємств для побудови нової екосистеми, спрямований на те, щоб допомогти підприємствам знайти баланс між охороною навколишнього середовища та економічними вигодами та гарантувати, що вони зможуть підтримувати довгостроковий і стабільний розвиток у майбутньому. Суть корпоративної програми сталого розвитку включає багато аспектів, включаючи економічну стійкість, екологічну стійкість і соціальну стійкість. У «Встановленні стандартів сталого розвитку, придатних для китайських підприємств», Цю Бен зазначив, що стандарти, придатні для сталого розвитку китайських підприємств, повинні не лише враховувати фактичну ситуацію місцевих підприємств, але й відповідати вимогам міжнародних стандартів. Розробляючи програми, підприємства повинні звертати увагу на економічні вигоди, захист навколишнього середовища та соціальний внесок. У повсякденній роботі підприємства повинні знаходити баланс між економічними інтересами, захистом навколишнього середовища та соціальною відповідальністю, щоб досягти мети сталого розвитку підприємств.

Це дослідження не лише надає конкретні стратегічні пропозиції для підприємств, але й закладає теоретичну основу для академічних досліджень у суміжних галузях і сприяє подальшим дослідженням у сфері сталого розвитку. Результати цих досліджень надають підприємствам важливу довідкову інформацію щодо боротьби зі складною ринковою конкуренцією та зростаючим тиском на навколишнє середовище в контексті глобалізації та цифрової трансформації.

Ключові слова: сталий розвиток, соціальні комунікації, екологія нового підприємства, зелений менеджмент, технологічні інновації, корпоративна соціальна відповідальність

The statement of the problem.

Globalization, climate change, resource depletion, and other issues add to the complexity of a business's external environment. In this context, the disadvantages of traditional enterprise ecological system appeared gradually, the excessive pursuit of economic benefits and ignore the environmental and social responsibility. This

model may improve the economic benefits of enterprises in the short term, but in the long run, it will not only exacerbate environmental pollution, resource depletion and other problems, but also may lead to the decline of corporate social reputation, and even fall into legal disputes. In addition, stakeholder expectations of enterprises to fulfill social responsibility is also increasing, consumer, government and social organizations the supervision of enterprises is becoming more and more strict, forcing enterprises must pay attention to environmental and social responsibility, and to rethink its business model.

In this new context, companies must redefine their ecosystems to achieve coordinated economic, environmental and social development. In the rapidly changing global economic environment, enterprises should actively respond to new challenges through innovation. By adjusting production and consumption methods, promoting circular economy model and reducing resource consumption, enterprises can not only achieve sustainable economic growth, but also make great progress in the field of environmental protection and social responsibility. Therefore, how to build a new enterprise ecology to achieve sustainable development has become the focus of extensive attention of academia and enterprise managers.

Numerous scholars have conducted extensive research on the sustainable development of enterprises, analyzing the topic from various perspectives. The following researchers have made significant contributions to the study of sustainable development: Zhanyong Liang, Kangquan Qiu, Jiakun Zhuang, Qingyang Zhang [3], Chunmei Cui [4], Tianbei Guo, Shulei Wang, Xixi Guo [5], Zhiyuan Dong and Zenglian Zhang [6], Lanbing Li, Jiawei Zhao, Yuhang Yang, Dan Ma [7], Sigfusson, Shao Hongjun [8], Jing Zhang, Ziyang Liu [9], Xiao Hongjun, Yang Zhen [13], . Simbarashe Kativhu, Marizvikuru Mwale, Joseph Francis [16], as well as Ukrainian scholars such as Ivashura O., Protasenko O., Mykhailova E., Severinov O. [14], Rachwal-Mueller, A., Fedotova, I., Bocharova, N., Azarenkov, G [15]. These scholars actively explore sustainable enterprise development, focusing on resource management, innovation implementation, and enhancing competitiveness in the face of modern challenges. These authors Liangrong Zu, Xiaohua Yang [10], Khovrak I. [11], Karamad E., Robul Y. [12] provide a deep understanding of the role of social communications in the implementation and implementation of corporate social responsibility practices in the Chinese context.

Formulate the objective of the essay.

The goal of this study is to explore how firms by building a new ecological system in conformity with the concept of sustainable development, achieve long-term competitiveness and sustainable development. Specific objectives include:

1. To explore the essence of the sustainable development plans, goals and functions;
2. To study how enterprises can achieve sustainable development through technological innovation, green management and social responsibility practices;
3. The analysis of the sustainable development strategy of a successful

business in the global market and its enlightenment to other enterprises;

4. Put forward specific strategies and suggestions to help enterprises cope with future challenges and build a new enterprise ecology.

Presentation of main research materials.

This study adopted a variety of sources, including the research achievements of classical literature in the field of sustainable development, as well as international organizations, the related report. These sources not only reveal the theoretical framework of corporate sustainability, but also provide specific cases of how global companies promote sustainability in practice. In addition, this article through the comparative analysis of different market environment of enterprise practice, further discusses the enterprises under the global economic uncertainty flexible how to deal with challenges and maintain long-term competitiveness.

Plan for sustainable development is a comprehensive enterprise strategy, aims to coordinate the development of economic, environmental and social three dimensions, in order to realize the long-term competitive advantage [6]. Its core is to balance the contradiction between short-term economic benefits and long-term sustainability, and ensure the sustainable survival and development of enterprises in the global market by optimizing resource allocation, innovating technology and fulfilling social responsibilities.

First of all, in the economic dimension, enterprises achieve efficient production and operation through technological innovation and resource optimization, so as to enhance market competitiveness. Ukrainian scholar Drohobyskyi et al. [11, 12] pointed out that technological innovation is not only a driving force for business development, but also a key factor for achieving sustainable economic benefits. By reducing the production cost, improve the efficiency of resource utilization, the enterprise can not only improve profitability, also can get advantage in the globalization competition.

Secondly, in the environmental dimension, enterprises can reduce the negative impact on the environment by reducing carbon emissions and promoting green technologies. As mentioned by Ukrainian scholar Ivashura et al. [14], environmental protection has become an important factor for enterprises to gain legitimacy and social recognition in today's market. Enterprise must in the process of production and operation, following a strict environmental standards, to promote low-carbon, environmentally friendly production mode.

Finally, in the social dimension, enterprises need to undertake social responsibilities, including improving employee welfare, promoting community development and supporting social welfare undertakings. Petrenko, a Ukrainian scholar, pointed out that when enterprises perform social responsibilities, they can not only improve their reputation in society, but also enhance the cooperative relationship with stakeholders. This good social image will help enterprises to gain more support and resources in the market.

See Table 1 for the main objectives and functions of the corporate sustainability plan.

Table 1

The main goal and function of enterprise sustainable development plan

Goal Dimensions	Specific content	Key features
Economic objectives	Enhance market competitiveness and reduce production costs	Enhance profitability and enhance corporate innovation
Environmental goals	Reduce carbon emissions and optimize resource use	Promote environmental protection and reduce the negative impact on the environment
Social Goals	Provide employment opportunities and promote community development	Fulfill social responsibility and enhance corporate brand image

Source: created by the author

When constructing sustainable development plans, enterprises need to use a variety of theories and methods, in order to ensure the scientific nature and operability of the plan [1, 2, 6, 11, 13]:

1. System theory, system theory argues that enterprise is a complex composed of multiple interdependent subsystems as a whole. Therefore, the enterprise in the sustainable development plan, must consider the interaction between each subsystem. Enterprise should not only focus on the internal resource allocation and the production efficiency, but also pay attention to the external environment protection and social responsibility. The systematic way of thinking, help enterprise balance in dealing with complex problems.

2. Life cycle theory, life cycle theory emphasizes on the design of its products, the production, use and scrap process, must pay attention to the effective utilization of resources and environmental protection. By optimizing the product life cycle management, the enterprise can effectively reduce resource waste, and prolong the service life of products. Kovalchuk Ukraine scholars and others point out that the product life cycle management not only helps to reduce environmental pollution, can enterprises create new market opportunities.

3. Stakeholder theory, stakeholder theory for enterprise in the sustainable development plan, must be taking into full consideration the needs of all stakeholders. Enterprises should not only meet the expectations of shareholders, should also pay attention to employees, customers, suppliers, and community and other various interests. Through the cooperation with stakeholders, the enterprise can enhance its comprehensive and operability of the plan.

On the basis of the methodology of enterprise sustainable development plan, see table 2.

Table 2

The basis of the methodology of enterprise sustainable development plan

Methodology	Main Content	Practical Application
Systems theory	As a complex system, enterprises coordinate the balance of	Through the interagency collaboration to promote green

	economy, environment and society	management
Life cycle theory	Product life cycle management, reduce resource waste and environmental pollution	Use renewable materials to reduce product waste
Stakeholder theory	Consider the needs of all stakeholders and ensure that the plan is comprehensive	Work closely with suppliers and communities to ensure win-win results

Source: created by the author

The success of a corporate sustainability program cannot be achieved without its well-developed management system. Enterprise's performance in the global market, often depends on whether the effective management and implementation of sustainable development plan.

First of all, technological innovation is the key driver to promote the sustainable development of enterprises. Ukraine Ivashura scholars have pointed out, such as business by improving technology level, can not only promote the market competitiveness of the product, also can effectively reduce energy consumption and environmental pollution. Especially in the technological innovation in the field of 5 g, AI, etc, can not only bring huge economic benefits for the enterprise, also can significantly reduce its carbon footprint.

Second, the green supply chain management is an important part of enterprise sustainable development plan. By optimizing each link of the supply chain, companies are able to ensure that their suppliers and partners meet environmental standards and reduce carbon emissions and resource waste during production. This collaboration mode can improve the sustainability of the whole supply chain, and enhancing corporate social responsibility.

Finally, by fulfilling social responsibility, companies can enhance their social image and strengthen their relationships with stakeholders. For example, companies can support community development programs, provide more employment opportunities and education resources, to help improve the living standards of the region. Such active fulfillment of social responsibility can not only enhance a company's social influence, but also lay a solid foundation for its future development.

About the key elements of the sustainable development of the enterprise practice, detailed in table 3.

Table 3

One of the key elements for enterprise sustainable development practice

Field	Practice measures	Results
Technological innovation	Low-energy technology	Improve energy efficiency and reduce carbon emissions

	development	
Green Supply chain management	Supply chain optimization	Improve supply chain environmental standards
Social responsibility	Community development support	Strengthen the social influence and improve the brand reputation

Source: created by the author

To improve the effectiveness of corporate sustainability plans, companies must adapt to the changing external environment through technological innovation, management innovation and business model innovation.

Firstly, technological innovation is the key for enterprises to remain competitive in the global market. Enterprises should continue to invest in research and development to develop products and technologies with low energy consumption and environmental protection, and optimize resource utilization efficiency through intelligent management systems, thus reducing energy consumption and carbon emissions.

Second, the enterprise can through the implementation of circular economy mode, realize resource recycling and remanufacturing. This business model can not only reduce resource waste, but also for enterprises to create new market opportunities. For example, by promoting the product modular design, the enterprise can prolong the lifecycle of the product, and through the recycling to reduce the environmental burden.

Finally, companies should monitor and adjust their sustainability plans by establishing a comprehensive evaluation system. By regularly evaluating key performance indicators (KPIs), enterprises can identify problems and optimize their strategic goals and management measures in a timely manner.

Conclusion.

To achieve long-term sustainable development in the global economy, enterprises must build a new ecosystem through technological innovation, green management and social responsibility fulfillment. Based on the analysis of the relevant research results of Ukrainian scholars, this paper proposes how enterprises can achieve the coordinated development of economic, environmental and social benefits through sustainable development plans. In addition, this article also discusses the enterprises under the global economic uncertainty, through optimizing the management structure and implement innovation strategy, the effective ways to enhance its ability to adapt and long-term competitiveness. In short, the enterprise only in balancing economic, environmental and social, on the basis of three main factors, can we truly achieve the sustainable development goal, and occupy the leading position in the global market.

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