

# **Economic sustainability of the enterprise in an unstable environment of the green economy**

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Forming the economic sustainability of an enterprise in an unstable environment is a complex process that includes a number of key aspects. First of all, it requires flexibility in strategic management and the ability to respond quickly to changes in the economic environment. The economic sustainability of an enterprise in an unstable environment is determined by its ability to adapt to changes and maintain financial stability. The key factors are flexibility in strategic management and effective risk management. Effective risk management is becoming a critical element in building economic resilience. A company should analyse and assess the risks associated with economic instability and develop strategies to manage them. This may include the use of financial instruments and effective monitoring of market conditions. Flexibility in financial management also plays an important role in building economic resilience. The ability to quickly adapt budget plans and optimise costs allows a business to operate effectively in an uncertain environment, especially in a green economy.

Realising and responding to market needs, developing innovations and maintaining customer loyalty are becoming strategically important elements of building economic resilience in the changing environment of the green economy. In general, an integrated approach to economic sustainability management allows businesses to operate successfully in unstable conditions and achieve sustainable development. The company should be prepared to respond quickly to economic fluctuations, ensuring readiness for changes in the financial plan and operational processes. The ability to quickly adapt strategies and rebuild the business model allows enterprises to maintain efficiency in the changing conditions of the dynamic development of green economy theory and technologies.

The green economy is a set of economic actions and practices aimed at reducing the negative impact of human activity on the natural environment and resources. The spread of the green economy is a global phenomenon that affects various sectors of society and the economy. Here are some global aspects of the spread of the green economy:

- Global environmental challenges: the green economy arises from the need to address global environmental issues such as air and water pollution, biodiversity loss, climate change, and others. Global problems require global solutions, and the green economy is becoming a key element of strategies to combat them.

- International agreements: Agreements and conventions, such as the Paris Agreement on Climate Change, create obligations for countries to implement measures to reduce emissions and transition to sustainable development. This contributes to the spread of the green economy on a global scale.

- Corporate influence: multinational corporations play a key role in implementing green practices in their operations. Growing consumer awareness of environmental issues puts pressure on companies to implement sustainable production and consumption.

- Corporate Social Responsibility: The business environment is becoming increasingly aware of social responsibility, including commitments to sustainable production, social justice and environmental stewardship.

- global education and awareness: growing awareness of environmental issues and the need to preserve nature is leading to changes in consumer practices and attitudes towards production, which supports the development of a green economy.

The spread of the green economy has important global aspects aimed at sustainability and environmental protection. One of the key areas is the development of renewable energy sources, such as solar and wind power, to reduce energy dependence and limit greenhouse gas emissions.

The resilience of an enterprise in an unstable environment is an important characteristic that determines its ability to adapt and survive in the face of change. The key aspects of sustainability are

- Flexibility of strategy: an enterprise must have flexible strategies that can change quickly in line with external conditions. The ability to adapt business plans and strategies to new realities is key.

- Effective risk management: Identifying, assessing and managing risks are important elements of resilience. The company must identify potential risks and develop strategies to manage them.

- financial sustainability: the ability to effectively manage finances, minimise costs and optimise budget plans is important to ensure stability in the face of change.

- Innovation and adaptation: the company should be ready to innovate and quickly adapt to new technologies or market trends.

- Customer loyalty and market position: maintaining customer loyalty and strengthening market position contribute to sustainability, especially in a competitive and volatile environment.

- human resources: ensuring qualified and motivated staff is an important component of enterprise sustainability.

All these aspects together help businesses not only to adapt to changes, but also to use them as opportunities for development and strengthening their market positions. The economic sustainability of an enterprise in an unstable environment is a critical aspect of its success and survival. In such conditions, an enterprise must be flexible and able to respond effectively to changes in the economic, political and socio-cultural environment. One of the key strategies is a thorough analysis of the risks and opportunities associated with the external environment. The company should identify the main factors that may affect its operations and develop action plans to respond to them. Optimisation of financial management is another important component of economic sustainability. The ability to quickly adapt budgets, monitor and control costs allows a business to maintain financial stability in a changing environment. Sustainability and development of markets, as well as understanding customer needs, become key factors in an uncertain environment. A company must be ready to innovate quickly and adapt its products or services to changes in demand.

Effective risk management involves identifying, evaluating and managing risks associated with economic volatility. The use of financial instruments to protect against market price fluctuations or foreign exchange risks can improve the resilience of an enterprise. The resilience of a business in the volatile environment of the green economy depends on its ability to adapt to change, use resources efficiently, manage risks and respond quickly to unforeseen circumstances. Key aspects include flexibility of business processes, strategic planning, innovation, staff development, and the ability to maintain financial stability in the face of turbulence. It is also important to establish an effective mechanism for monitoring the external environment and responding to changes, thus ensuring the sustainability and success of the enterprise. The economic sustainability of an enterprise in an unstable environment is determined by its ability to effectively adapt to changes, avoid risks and ensure the sustainability of its operations even in unforeseen circumstances. The key aspects of this sustainability are the flexibility of strategies, implementation of effective risk management, innovation and the ability to quickly adapt business processes. Ensuring sustainable development in an environment of instability also involves building sustainable relationships with all stakeholders and continuously improving management

systems to effectively monitor and respond to changes in the economic, political and socio-cultural environment.

Thus, economic sustainability in a green economy requires an enterprise to have a deep understanding of economic trends, market research and efficient resource management to ensure long-term stability in unpredictable conditions. Maintaining customer loyalty and developing new markets are also important strategic elements. Understanding the needs of consumers in an unstable environment allows businesses to adapt their products and services to changes in demand.

#### **Література:**

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