REFLECTIVE JOURNAL

Name

Institution

Tutor

Course + number

Date

Sustainability has gained a lot of attention in contemporary organizations. They are not only pursuing profits, but also seeking to meet the needs of other significant stakeholders (Tench, Jones, & Sun 2018 p60). This approach includes conserving the environment and supporting the society. The traditional role of for profit organization is to maximize the shareholders wealth. Nevertheless, the employees enable the organization to maximize such wealth through their efforts and dedication. Rewarding them and treating them, well will enable them to commit more of their efforts towards the organization goals and objectives. The environment forms the source of raw materials to an organization and location for their operations. Organization should not only exploit the environment in a manner that enables them to meet their current goals and objectives, but also ensure that even the future generations have access to the same environmental resources (Weber, Wasieleski, & International Association for Business and Society, 2018, p53). Equally, the organization needs to support the society (Froholdt 2018 p45). The society not only provides them with labor, but also provides them with a market for their products. Taking care of the environment thus enhances the sustainability of such organizations.

Working for a sustainable enterprise is important for me. In the last semester, I was in an attachment in one of the leading retail companies in the country. I noted that the organization pursued profits like any other firm. In spite of this, it did it in a sustainable manner. For instance, in order to boost the sales volume, it provided the customers with high quality and health products at reasonable prices. Customers opted to purchase goods and services from the organization as compared to doing so in competing firms. In order to achieve product quality, the organization partnered with the suppliers. By liaising with agriculture specialists in training suppliers on how to produce health products, the entity had access to quality agricultural products. It paid the suppliers well in the recognition of their efforts to produce health products that not only boosted health production but also led to conservation of the environment. In its operations, the entity relied on renewable sources of energy. I really appreciated and liked its mode of operations and in my future career I will adopt this approach to operations.

Based on what I have learnt in the course and my experience in the retail company, I am convinced that sustainable operations are critical to the success of contemporary organizations (Haski 2018 p10). Having reflected on these experiences, my current aim is to learn more on sustainable approaches to operations. By incorporating this knowledge in organizations where I will be working in the future, I will enable the organization to operate in a manner that appeals to its stakeholders. I am convinced that adopting this approach to operations will provide the organization a competitive edge over other competing firms in the market.

References

Haski-Leventhal, D 2018, *Strategic Corporate Social Responsibility: Tools and Theories for Responsible Management*, London, SAGE Publications Ltd

https://books.google.co.ke/books?id=BTlODwAAQBAJ&printsec=frontcover&dq=corporate+social+sustainability+2018&hl=en&sa=X&ved=0ahUKEwiRxZmkhK3iAhVRxYUKHbSNARcQ6AEIKDAA#v=onepage&q=corporate%20social%20sustainability%202018&f=false

Weber, J., Wasieleski, D. M., & International Association for Business and Society. 2018, Corporate *Social Responsibility*. Bingley, Emerald Publishing Limited,

https://books.google.co.ke/books?id=Dq1ZDwAAQBAJ&printsec=frontcover&dq=corporate+social+sustainability+2018&hl=en&sa=X&ved=0ahUKEwiRxZmkhK3iAhVRxYUKHbSNARcQ6AEILjAB#v=onepage&q=corporate%20social%20sustainability%202018&f=false

Tench, R., Jones, & Sun, W. 2018,. *The critical state of corporate social responsibility in Europe*. Bingley, Emerald Publishing,

https://books.google.co.ke/books?id=wuBgDwAAQBAJ&printsec=frontcover&dq=corporate+social+sustainability+2018&hl=en&sa=X&ved=0ahUKEwiRxZmkhK3iAhVRxYUKHbSNARcQ6AEIMzAC#v=onepage&q=corporate%20social%20sustainability%202018&f=false

Froholdt, L. L. 2018, *Corporate social responsibility in the maritime industry*, Cham, Springer

https://books.google.co.ke/books?id=ZtxRDwAAQBAJ&printsec=frontcover&dq=corporate+social+sustainability+2018&hl=en&sa=X&ved=0ahUKEwiRxZmkhK3iAhVRxYUKHbSNARcQ6AEIPjAE#v=onepage&q=corporate%20social%20sustainability%202018&f=false