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## **Strengthening Business Innovative Solutions through Economic Dimensions of Sustainability: A Literature Review**



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### **ABSTRACT**

**Objectives:** This research study aims to explore the potential role of sustainability development goals as an accountability mechanism and to one sector that is needed because a depth and flexibility required with a new phenomenon inductively.

**Methodology:** This research study is using literature review with reporting the particularly interesting both its relevance and context.

**Results:** the following many articles are know about how organizations responsible for technology in the Indonesia by sustainability development goals as an accountability mechanism. To sump up, this research involve sandwich generation as employees, customers, and communities where organization operate that should not only expect, but demand ethic corporate behavior about. Based on the case study, it will provide a broader analysis for the key tensions when use accountability mechanism both business and digital platform areas in Indonesia.

**Implication:** Ultimately, some digital strategy like business areas need more implementation to catch up some access by offline and online with collaboration between government, investors, and organization.

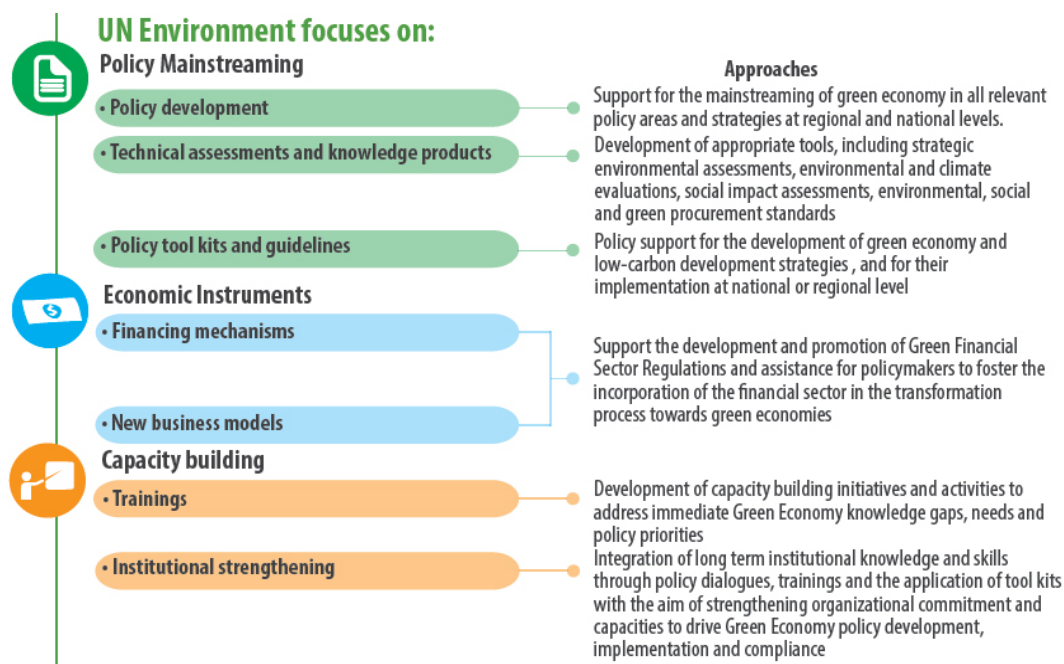
**Novelty:** This research study from an opportunity between economic, management, and accountability mechanism such as new insight, experience, and impact to reach some business concepts and technology by empowering sustainable development goals.

**KEYWORDS:** accountability, sustainability development goals, management, mechanism

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### **INTRODUCTION**

Sustainability Development Goals (SDGs) seems to obtain in a role as an accountability mechanism. These goals of technology and digital industry prove to have a strong appeal to manage in both public and private sectors in Indonesia. One concern is an organization might intentionally or not report only those activities that contribute to a small selection of management goals. The potential business sector is characterized by many organizations that adopting the Sustainability Development Goals (SDGs) and report by high technology and environment in Indonesia. This sector is particularly interesting because of the responsible, governance, and management. Despite the popularity of the goals, little is known about the consequences of the organization that adopting for Sustainability Development Goals in management practices.



Picture 1. Green Economy with UN Environmental

In contrast, it is many structures for financial activity that has been created to ensure a good environment outcome. Ultimately, investment in companies that are damaging to the environment, and investment into the infrastructure that supports those companies detracts from environmentally sustainable investment.

Overview of the Sustainability Development Goals are present the management roles for organization in Indonesia before looking at a single case study based on environment and nature from local community. Based on the case study, it will provide a broader analysis for the key tensions are becoming apparent when using the Sustainability Development Goals as an accountability mechanism. In conclusion, it will argue that the Sustainability Development Goals might provide a valuable tool to make organization more accountable to society needed by digital market industry. However, further shifts are needed in the way an accountability mechanism with design in order to ensure meaningful accountability.

Stakeholder models are recognize the role of building for a good social relationships with many groups such as employees, customers, suppliers, investors, regulators, and local communities, that generate in a company or industry for social license to operate in modern areas. As we know, stakeholder theories from the late 1970s and early 1980s, when researchers begin with the development for business and economic value that challenge the model with maximization of shareholder value first. Based on researcher by Freeman et al., argued that by looking forward to all factors responsible for business success and take the interest and welfare for all stakeholders. In other condition, the industry can creates the economic value for its stakeholders and it will be focused with the shareholders too.

In corporation 2020 by Sukhdev (2012) argued that it is need to expand the scope of capital like think beyond the traditional boundaries for what creates values like business and economic. This can recognize about human, social, and natural capital are just as able to produce value as financial capital. Nevertheless, corporation needs to be a capital factory that not just a goods and services factory, but one that grows with all its assets includes human, financial, social, and natural capital for shareholders and stakeholder.

**TEORITICAL FRAMEWORK**

Porritt (2015) has outlines for five types of capital from derive goods and services that needed to improve many strategy, which are all important to an success for companies or industries. In other side, new economic thinks that aims to maximize a economic value for each capital and to avoid like make a trade-offs between actions. Here, it is five types of capital are:

1. Social Capital: a value for human relations, families, communities, schools or colleges, network, and partnerships that fosters with a culture for shared value, trust, needed for cohesive and effective work as well as a company with social license to operate any system. It can grow by encourage for a new communities among staff, supplier, customers, and stakeholders.

## **Strengthening Business Innovative Solutions through Economic Dimensions of Sustainability: A Literature Review**

2. **Human Capital:** Absolutely, it refers to the economic value for knowledge, green skills, business creativity, and passion of entrepreneur. It is employee by corporations to create economic value. Because, good corporations with value of its workforce balance that undermine the abuse of human and labour rights. Many corporations can grow with human capital by training for many employees, enhance the earning business potential, respect human rights, and ensure fair wages anytime.
3. **Financial Capital:** A value of currency owned and traded for a local product, shares, and banknotes, which is meant to reflect the productive power of other types of capital. The traditional system can measure for business performance and reporting to shareholders, investors or stakeholder, regulators, and government. In this areas, financial capital often reflects and depends on other types of intangible assets such as local brand and modern brand, as well as natural capital.
4. **Natural Capital:** A value of the planet with natural resources, like ecosystem services, and it has an ability to process and assimilate wastes. Currently, many company have benefit from natural capital that free of charge, externalize their costs and privatize any value at the expense of the commons. In contrast, companies can protect and grow with the natural capital through reducing, recycling, and reusing resources by committing to the circular economy by restoring biodiversity.

Two well-presented and argued by approach that have been developed by Hemmati (2002) and Tennyson (2011) both relevant to situation, where the number as well as the type of stakeholder increase the complexity with an economic scale. The business recommendation for processes management reflect to key with some aspects of stakeholder theory. In particular, a view of organization must be conscious with the impact of decision and action both in term of what might be helpful as well as those might be interpret the potential harmful.

### **DISCUSSION**

The Sustainability Development Goals (SDGs) can only be achieved through ensuring greater accountability mechanism with new system that support environment. It leads for a key business about gap in the literature in terms of the accountability and management by local organization about technology and infrastructure for achieving the Sustainability Development Goals (SDGs). In conclude, this research gap is going beyond just commitments to Sustainability Development Goals (SDGs) but looking at the accountability system by modern mechanism of technology and infrastructure by nature and society. It is look at these three elements of accountability to understand with degree to which meaningful that exists between green infrastructure and the public or governance in Indonesia.

Shareholder or stockholders are individuals or institutions that legally own with a share of stock in a private or public corporation. They have a legal right to make decisions about a company or industry and also push to increase financial returns. Frequently, corporate stakeholders are groups, internal and external to the company, who can impact or be affected with the actions for a business as a whole strategy such as employees, customers, suppliers, investors, and the wider community.

The recommendations are similar to what would be regard as good as practitioner for manage many complex project, which identify the need to specify desired outcomes. Evidence to discuss about leadership through setting any objective and overcome barrier both business and environment. It is create detailed action business plans and identify to secure resource with ensure measurement and review of business outcomes. What is a significant, the formal management for multi-stakeholder also arrangement the type sit outside with any existing single organizational entity. Therefore, many of the business process and resource that people have become accustom to get best value in district areas for a local people or local communities.

Every activity, absolutely needs to be resource and effective with appropriate review of program development in business project areas. For the best effort is given to ensure is adequate and desire collaboration with many benefits might not arise soon. However, successful collaborations have some level of resource dedication to achieve a creative business goal. The choices are depend very much on the circumstance the degree to which the collaboration trends towards more formal definitions of partnership and on the willingness of stakeholder to contribute resources between business and environment by technology.

Greatly, the success of a multi-stakeholder collaboration would also depend on the economic development of relationship business across with various organization boundaries and particularly at senior levels. Commitments should be secure as widely as possible across with all local participant organizations, extend the reach of market of understand and support for the initiative such a small number of changes to key personal mindset. This suggest that good collaboration for business process can and perhaps should include the scope and appraisal of potential partner with the aim of finding good fit in economic value added and likely commitment to reach out a sustainable outcome.

### **CONCLUSION**

The shareholder model of capitalism is widely blamed for many of the negative impacts for business on people and the environment. Decision-making processes are usually influenced with a small number of shareholders and are dominated by short-term interests and quarterly reporting requirements. Weak governance and divil society structures in many host countries make it

## Strengthening Business Innovative Solutions through Economic Dimensions of Sustainability: A Literature Review

difficult for people or community to hold companies or industry accountable for social and environmental abuses or the loss of livelihoods. It is seen as a model that externalizes with cost while private the benefits and contains with the movement towards being more sustainable strategy.

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