

## **DEVELOPMENT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN ELECTRONICS MANUFACTURING COMPANY**

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### **Introduction**

In the last few hundred years, since the first industrial revolution, humanity has been developing rapidly. This affects all areas of life: the economy, education, health care, and so on [1]. However, rapid industrial growth with an emphasis on increasing production also entails certain challenges. In pursuit of economic growth, companies can lose their resilience and be more exposed to risks. At the moment, the challenges include climate change, the transformation of financial markets, demographic changes, and technological revolution. The application of the principles of sustainable development in companies increases their resistance to external and internal risks and neutralizes the negative social and environmental impacts of the enterprise.

Each company can choose a different set of SDGs according to its mission and impact [2]. In this research, a sustainable development concept for the Russian electronics company «TPV CIS LCC» will be developed. The goal is a theoretical and practical substantiation of the effectiveness of applying sustainable development practices in a company.

To achieve the goal, it will be necessary to analyze the activities of the «TPV CIS LCC» company and develop an individual concept for the effective implementation of sustainable development practices in the company's activities.

The relevance of the research topic is due to the lack of methodological recommendations on the integration of sustainable development practices, as well as practical recommendations on the use of sustainable development tools to mitigate the negative impact on the environment and the social environment.

### **Main body**

An analysis of existing topics will be carried out to identify the necessary growth zones and possible challenges for «TPV CIS LCC» to achieve efficiency and sustainability. This analysis involves the use of methods of comparative analysis of the activities of the company «TPV CIS LCC» with the best practices of sustainable development in the electronics manufacturing market; qualitative analysis of business strategy, internal regulations and business model of the company. Also, to determine the most effective sustainable development practices, methods for prioritizing possible risks for the «TPV CIS LCC» company will be carried out: risk identification and risk impact analysis. Questionnaires or interviews of company employees will also be conducted to identify material topics.

Based on the results of the analysis of material topics, priority areas of work for developing the concept of sustainable development will be identified and a map of the «maturity» of the company will be formed. At the second stage of practical research, specific sustainable development goals will be identified, key performance indicators of priority sustainable development practices will be developed, and a roadmap for their implementation will be prepared.

Thus, practical experience will demonstrate the possibility and expediency of applying sustainable development practices in the company. Also, in the course of the study, a methodology will be developed for conducting an analysis of the company, and the market and for the implementation of sustainable development initiatives. This methodology can subsequently be applied to other companies from other sectors of the economy.

### **Conclusion**

In conclusion, the result of the work done was a theoretical base on the concept of sustainable development, the principles of building a sustainable development strategy in a company, methods for assessing and implementing sustainable business models. The electronics manufacturing market was also analyzed. Based on the analysis and other data, a list of peer companies was compiled for further benchmarking analysis.

### **Literature review**

1. Report of the World Commission on Environment and Development : our Common Future. [New York] :. 1987-08-04: UN, 1987. P. 374 p. :
2. World conservation strategy: living resource conservation for sustainable development / ed. International Union for Conservation of Nature and Natural Resources et al. Gland, Switzerland: IUCN, 1980. 55 p.