



BUSINESS MODEL RESHAPING AND THE IMPORTANCE OF SOCIAL RESPONSIBILITY

Suyunov Dilmurod Xolmurodovich

Doctor of Economics, Professor, Business and Entrepreneurship Higher School,

Odirov Jo'rabek Norbuta o'g'li

Business and Entrepreneurship Higher School,

Trainee

Abstract. *This article focuses on analyzing the integration of sustainable development and Corporate Social Responsibility (CSR) principles in global companies, as well as the challenges and strategic approaches in their implementation. Global companies are enhancing their business strategies by aiming to have a positive impact on society and the environment, while increasing competitiveness. Companies such as Unilever, Tesla, and IKEA have succeeded economically, socially, and environmentally through their sustainable development programs. However, there are challenges in implementing these principles, including high financial costs and international differences. Digital technologies and international standards play a key role in overcoming these challenges. The analysis shows that integrating sustainable development and CSR principles into strategic operations is essential for companies' economic success and long-term sustainability.*

Keywords: *Sustainable development, corporate social responsibility, business strategies, competitiveness, society, environment, environmental issues, financial costs, digital technologies, international standards.*

The principles of sustainable development and CSR are considered essential factors for success in global companies. In this context, businesses are focusing on improving their business strategies by addressing social benefits, aiming to have a positive impact on society and the environment.

This article examines the integration of sustainable development and CSR principles in global companies, the challenges in their implementation, and strategic approaches. Today, the principles of sustainable development and CSR in global companies are not only tools for solving social and ecological issues but also act as strategic weapons to enhance competitiveness. The analysis shows that integrating these principles into corporate activities helps companies ensure sustainable growth economically, socially, and environmentally.



Companies such as Unilever, Tesla, and IKEA have proven that sustainable development strategies bring multi-dimensional benefits to businesses. For example, Unilever successfully increased sales by shaping a positive image among consumers through its sustainable development program. Tesla, on the other hand, is making a significant impact by applying innovative approaches in green energy and electric vehicles, not only fulfilling its environmental responsibilities but also opening new markets.

However, there are challenges in applying these principles in practice. Companies often face high financial costs, diverse expectations and demands from stakeholders, as well as international legal and cultural differences. Particularly, small and medium-sized enterprises find it financially challenging to implement CSR strategies. However, digital technologies and innovations are playing a crucial role in addressing these issues.

Companies are using digital platforms to establish effective communication with stakeholders, increasing transparency and openness. At the same time, international standards, such as ISO 26000, are providing companies with clear guidelines for implementing sustainable development goals.

Thus, according to the analysis, integrating sustainable development and CSR principles into strategic activities is essential not only for society and the environment but also for the company's economic success. This approach is the most effective way to gain the trust of consumers and employees, while also ensuring long-term sustainability.

The future of sustainable development will shine brighter as these principles become deeply integrated into companies' operations and are regarded as an important part of management. Companies will continue to create solutions that benefit society, the economy, and the environment by turning current challenges into opportunities.

The process of implementing sustainable development and CSR principles holds a unique place in the successful operations of global companies. The analysis shows that this process not only solves ecological and social issues but also increases economic efficiency. Companies aim to not only improve the quality of products and services but also fulfill their responsibilities towards society and the environment through their activities.

Leading companies give special attention to CSR principles in their business strategies. For example, IKEA helps reduce waste and raise environmental awareness by expanding the use of recycled materials. Tesla, through the production of carbon-reducing technologies, is contributing significantly to solving global ecological





problems. These approaches lead companies to achieve not only financial success but also social acceptance.

Conclusion. By integrating sustainable development and CSR principles into the activities of global companies, there is an opportunity not only to solve ecological and social problems but also to increase the company's economic performance. Leading companies such as Unilever, Tesla, and IKEA have achieved global success by implementing sustainable development programs. However, challenges remain in applying these principles, including high financial costs and international differences. Digital technologies and international standards play a crucial role in overcoming these challenges and helping companies ensure long-term sustainability. Thus, the correct integration of sustainable development and CSR principles into company operations serves not only environmental and social benefits but also contributes to the company's economic success.

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