

Strategic Management Practices and Their Impact on Organizational Sustainability in Modern Business and Management Environments

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Abstract

Strategic management plays a critical role in shaping organizational performance and long-term sustainability. In today's competitive business environment, organizations must align strategic planning with sustainable business practices to achieve consistent growth. This study examines the relationship between strategic management practices and organizational sustainability using secondary data and qualitative analysis.

Introduction

Business organizations operate in dynamic environments characterized by competition, technological change, and stakeholder expectations. Strategic management enables organizations to plan effectively and achieve sustainable growth.

Literature Review

Previous research highlights the importance of aligning corporate strategy with sustainability goals to improve long-term performance and competitiveness.

Methodology

This study adopts a qualitative methodology based on secondary data from academic journals, reports, and case studies.

Results and Discussion

Findings indicate that organizations implementing structured strategic management practices show improved resilience, efficiency, and sustainability outcomes.

Conclusion

Strategic management is a key driver of organizational sustainability. Integrating sustainability into strategic planning supports long-term value creation and responsible business practices.