

## Sustainability in operational management

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Sustainability in operational management is becoming an extremely important problem for a variety of companies, and as a result, corporate sustainability principles and techniques are becoming incredibly valuable. Numerous sustainability implications are heavily impacted by operations management decisions, and the operations management role incorporates sustainability management criteria. This has consequences for all choices and procedures related to operations management, including strategy, design, planning and control, and improvement [1].

According to MDPI, conventional approaches of operation management sustainability have faced numerous problems in developing countries, including globalization, resource shortages, an energy crisis, regulatory pressure, pollution, and environmental issues. To overcome these economical, sociological, and environmental concerns, many businesses have begun to integrate sustainable practices in their operations. Furthermore, new advancements in Information and Communication Technologies, such as Big Data, Artificial Intelligence, and the Internet of Things, are altering traditional operations management [2].

Any modern country's new economy is the product of the fourth industrial revolution and is based on the broad adoption of current information and communication technologies, the development of a network economy, the development of a high-tech economy, and the development of a knowledge economy. Intellectual components of commodities and services are highlighted. Companies' success and earnings are today defined on the originality of their ideas, technology, and business processes. The «new economy» era is frequently referred to as the «knowledge revolution,» in which the ability to generate, acquire, and use knowledge becomes the most significant component in the competitiveness of both the individual enterprise and the national economy as a whole.

Sustainable operational management is a component of the new economy, since it is rapidly emerging as one of the major specializations in the field of management and business, focused on knowledge and information. The main purpose of it is to ensure the greatest full satisfaction of consumer needs for goods and services of the enterprise while achieving a sufficient level of efficiency of its operating activities. Sustainable operational management, as a concept and science in the management system, is management at the level of sustainable operations in the process of generating products (services), beginning with supplying the organization with the required resources and continuing through their transformation into finished commodities (services).

Sustainable operational management as a field of activity of specialists and organizationallink of production certainly cannot exist and develop independently of innovative development. This is very well and clearly confirmed by the change of

various factors and indicators with the onset of the pandemic.

**Ключові слова:** Sustainability; operational management; sustainable operational management.

### **Список використаних джерел**

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