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## Examples of Sustainable Development in the Area of Transport

Marta Kadłubek<sup>a,\*</sup>

<sup>a</sup>*Czestochowa University of Technology, Faculty of Management/Institute of Logistics and International Management, Czestochowa, Poland*

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### Abstract

Transport is management area of the multidimensional nature of links and dependencies with the economy, the society and the natural environment. The main aim of the paper is indication of the theoretical aspects of sustainable development with reference the area of transport, and then supporting these theories with some practical examples. Discussed examples of pursuing the objectives of sustainable development in the area of transport refer to the sustainable transport product in the contemporary management of the city, sustainable transport products of the future, as well as the example of activities of balancing transport in the area of the EU.

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### 1. Introduction

As a result of changes taking place in the modern economy, the paradigm of sustainable development is becoming increasingly common. Nowadays, more and more areas open to sustainable development, which is one of the most difficult and most characteristic challenges of the 21st century. Responsible Business Forum confirms that the sustainability of economic, environmental and social elements is a great challenge to every business entity and management area, particularly with reference to the policy preferred by large corporations, whose main objective is to generate profit. On the other hand, Żelazko (2009), Xing, Liang and Xu (2013), Sachs (2012) underline that it is not possible to generate profit, both in a shorter and longer time perspective, without concern for social and environmental aspects.

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\* Corresponding author.

*E-mail address:* [martakadlubek@wp.pl](mailto:martakadlubek@wp.pl) (M. Kadłubek)

According to Borowiecki and Rójek (2011), Modrak, Man and Dima (2011), Grabara and Kot (2009) sustainable development of business entities and management areas is, apart from corporate governance and value and development management, one of the most crucial modern management concepts. As Jedynek (2011) indicates, management in the concept of sustainability is a very important development trend, both in the area of science and business practice. These words are confirmed, among others, in a large number of publications on this topic and an increasing number of organizations and management areas, which recognized the elements of the concept of sustainable development as the priority ones (Blewitt, 2014).

The management area of the complex nature of links with the economy and the natural environment is transport. As a multidimensional system, it is conditioned multi-territorially, among others, with the location of cities and villages, the sphere of production and services etc. While constituting the “circulation system” of modern economies, transport should be sustainable, and its sustainability ought to take place in the following spheres: economic, social, ecological and spatial.

The aim of the present paper is to outline the theoretical assumptions of sustainable development with reference to management areas and, particularly, to the area of transport, and then supporting these theories with some practical examples, i.e. the sustainable transport product in the contemporary management of the city, sustainable transport products of the future, as well as indicating the example of activities of balancing transport in the area of the EU.

## **2. The idea of sustainable development**

In the subject literature, the issue of sustainable development has been the subject of the debate for many years now. It is of the multidimensional nature. Borowiecki and Rójek (2011), in their paper on turning points in the management practice, define sustainable development as “the process of changes in which exploitation of resources, investment directions, technical progress directions and institutional changes are in harmony with and provide, currently and in the future, the opportunities to satisfy human needs and aspirations”. In turn, Laszlo and Zhexembayeva (2011) specify the concept of sustainable development as including the environmental and social value in the core of business, with no changes in properties and quality. The aim of the area, defined in this way, is neither green nor sustainable responsibility itself, but, as Nogalski and Klisz (2012) indicate, responding to the market needs in the way which will allow to strengthen the existing strategy or to develop a better one. At the same time, according to the approach suggested by the World Commission on Environment and Development (1987), the economic, ecological and social goals should be equal so that the needs of the present generation could be satisfied without reducing the chances of future generations for their satisfaction.

Sustainable development amounts to the fulfilment of the expectations of the whole of stakeholders by increasingly effective production of socially desirable goods and services with simultaneous reduction in the use of natural resources and respect for the policy of the environmental protection (Cohen, 2011). According to Romanowska (2005), with reference to the management area, the priority is to achieve balance between its effectiveness and profitability and social interest. In turn, the company of sustainable development is the one which develops sustainable value with the consideration of social and ecological effects (Tarasewicz, 2013). However, it is worth noting that, basically, the concept of sustainable development, for every enterprise, may amount to something different. Nowadays, this term, in business environments, is identified with innovativeness and success (Astupan and Schonbohm, 2012). Moreover, according to the information posted on the website - [www.e-logistyka.pl](http://www.e-logistyka.pl): “the popularization of the best practices in the area of sustainability has been recognized, by the member corporations, as one of the main pillars of the enterprise activity”. The significance of the analyzed concept is also underlined by the comment of the Director of Business Development in the Polish division of DB Schenker Logistics, M. Pachniak-Radzińska, published on one of the business websites, where it can be learned that, actually, “sustainable development has no alternative” (<http://e-logistyka.pl>). It should constitute a common goal of business and also all other participants of economic and social life.

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