

**REVISITING BUSINESS
PERSPECTIVES IN
ADHERENCE
TO SUSTAINABLE
DEVELOPMENT GOALS**

edited by

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Preface

Sustainable Development Growth (SDGs) are no longer an option for the firm's sustainability. Firms are in need to gear up their practices, strategies, values and even culture to achieve the SDGs, not only for the firm's benefit but also for all the stakeholders, now and in the future. SDGs is a holistic movement that covers myriad of perspectives. There are 17 movements of SDGs to ensure the world that we currently living in is also enjoyed by the future generations. In addition, SDGs also aims that the current firms also prosper and progress as best as they can be. In this sense, firms that neglect the SDGs or sustainability context in their business, management, strategy and decision-making may divert from the fundamental of why a business being set-up to provide values to the user/end customer. The grand concept of SDG is all-inclusive, hence, to achieve such is neither an overnight achievement nor in silo-heroic efforts. SDGs is not only a universal notion but a multidimensional, complex business objective requiring a concerted effort in different contexts and knowledge disciplines.

There are pressing needs for firms to understand and strategized for SDGs. Especially matching the practices and strategies to the intended performance is not linear and simple math in the volatility, uncertainty, complexity and ambiguity environment. Instilling the SDGs into the existing business practices is challenging yet doable and an edited book entitled "Revisiting Business Perspectives in Adherence to Sustainable Development Goals" realizes this quest. The book is significant for those looking at the business probable SDGs solution. Principally, SDGs is not rigid and could be implemented in multiple perspective such as economy and environment, social and governance. UKM-GSB has played its prominent role in pursuant of business sustainability knowledge by funding the publication of this edited book through their very own research grant, GPB-UKMGSB-2023. This book could be an eye opener to readers on how simple the practices in business could be transformed to support the SDGs. Translating of such ideas into more predicated practices would enhance and increase the probability of the successfulness of creating a better world for us to live.

The uniqueness of this book is relative to the existing literature in the market because its diverse content does not put a limitation on the specific limits and knowledge framework. This edited book comprises the multidiscipline business perspective that encompasses the SDGs notions. The chapters in this book touch on the applications of SDGs on business components such as competitive advantages, consumerism, manufacturing, supply chain management, innovation, entrepreneurship, and finance. Noticing the broad concept of SDGs and its implementation in business practices, this book is arranged in such a way to enhance the readability and facilitate understanding.

First, this book discusses on the impacts of SDGs on the business competitive advantage. The following chapters discuss the possible implementation of SDGs in the manufacturing industries. In addition, the chapters also explore how important leadership and entrepreneurship are joining the bandwagon of SDGs movement. Finally, this edited book brought up on how the SDGs can impact and be impacted by finance context. This book is an excellent extension of knowledge and edited in the form of being suitable for all levels of readership. Especially for the higher learning institutions, the readers who are pursuing more information on how business and SDGs can be matched from various perspectives. This book also serves as a light reading for any individual whilst the contributors for the book are asked to transform their research into layman's terms and language.

We would like to express our utmost gratitude to Allah SWT for the publication of this book. As the editors and on behalf of the authors, we welcome any criticism or feedback which is essential for the improvement of the subsequent editions. An utmost appreciation is dedicated to all chapter contributors, our family members who relentlessly offered encouragement and our fellow lecturers as well as UKM Press for the support given. We hope that this book will provide an important and valuable extension to the existing body of knowledge.

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