

**THE KEY TO
A THRIVING FUTURE
FOR ORGANIZATIONS AND SOCIETY**

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Preface

The year 2024 onwards is seen as a more challenging year for the communities, businesses and all members of organisations. The wave of Industry 4.0, Society 5.0, Artificial Intelligence, the worsened experience of COVID-19, and the business environment changes steer life to a more challenging phase. These unpredictable phenomena have caused our lives and forced us to think and act differently. All these so-called new words bring about uncertainty to the planet. Reality has shown us that dealing with uncertainty is inevitable in daily life. As we can't see the future, we can never be certain about what will happen daily. Our ambiguities seem almost endless without a clearer picture of what comes next. These uncertainties require lean and agile leadership to face and are in charge of the brutal conditions caused by changes. Top leadership must accept that they have to bear uncertainties, live with them, and take them as an element to manage. Ignoring uncertainty and change will create a sizeable impact on the business sustainability of the organisation.

Sustainability is becoming more critical for all companies across all industries. Simply put, sustainability is a business approach to creating long-term value by considering how a given organization operates in a social and economic environment. Sustainability is built on the assumption that developing such strategies fosters company longevity. It extends to evaluating how these strategies affect the business, including all of its stakeholders and what risks and opportunities these factors present. Finally, the sustainability agenda asks businesses to adopt measures to mitigate risks and take advantage of opportunities. This mechanism is the main issue to be investigated in any research and development activities in pursuing sustainable development.

These above realities and aspirations are realised with the publication of a research book, *'The Key to a Thriving Future for Organizations and Society'*, that addresses current issues. This book aims to contribute to the knowledge of Sustainable Development Goals (SDGs), especially in the area of sustainable business strategies. Research for this book was funded by a UKM-GSB Research Grant Book. The extensive knowledge in this book can serve as the basis for managing sustainability amidst change. In

understanding this book, the determination of leaders or managers, human resource practitioners, and various layers of society can be an eye-opener that managing sustainability is a crucial issue. The integration between theory, practice and future development, as proposed in this book, will produce sustainable and competitive business strategies for a thriving future.

The content of this book is arranged very neatly to facilitate readers' understanding. It begins by understanding business sustainability in organisations and how it relates to the function of leadership and the environment. The next chapters then deal with the detailed issues dealing with sustainable safety management.

What differentiates this book from other management books in the market? Based on the brief explanation of the content of this book shows that it is very comprehensive and includes examples of practice in Malaysia. This book is very suitable to be used by any individuals or practitioners as light reading material. This is because the content concentrates on academic and current knowledge, especially on the challenges brought upon by Industry 4.0, Society 5.0 and the post-COVID-19 pandemic. Briefly put, this book should be owned by all kinds of members of society, students, or individuals who want to enrich their knowledge consistent with business sustainability.

Last but not least, we would like to express our gratitude to Allah S.W.T. for the publication of this book. While striving to produce high-quality work, we may not be able to escape flaws and unintentional errors. Thus, we are ready to accept any criticisms so that the quality of this book can be improved for the next edition. An utmost appreciation is dedicated to our family members who relentlessly offered encouragement and fellow lecturers and UKM Press for the support given. We hope that the presence of this book in the market will play a role as one of the many knowledge treasures invaluable in our country's business management field.

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