

Biggest obstacle to business sustainability

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Business Obstacles: Communication Overcoming Communication Obstacles

In my understanding, business sustainability refers to the methods used by a business organization in the management of their social, environmental, and financial risks. The methods identify and utilize the available opportunities and to fulfill their duties. Therefore, business sustainability is the process of obtaining and retaining customers, increasing the profit margins, and covering a wide area in the markets. The largest obstacle to business sustainability is communication. Proper communication and flow of information in an organization promote ensures that there is coordination between the workers, employers, management, and the customers. In other words, it ensures the efficiency and effectiveness of the supply chain.

According to Werther and Chandler (2011), there are several CSR-related concepts that used to overcome communication barriers in a business. The Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation contain ideas that improve communication.

Specifically, these include accountability (p. 305), business ethics (p. 336), stakeholder relations (p. 374), and environmental sustainability (p. 326).

Others include compliance (p. 313), the use of the media (p. 344), religion (p. 365), and sustainable development (Werther and Chandler (2011, p. 326).

Accountability requires honesty and transparency in the auditing process within an organization. The economists and accountants preparing the audit reports should embrace answerability as a crucial tool for linking up with the stakeholders. According to Werther and Chandler (2011), accountability enables external auditors to assess the organization and the managers.

Consequently, this enhances the reliability of the reports conveyed to the

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stakeholders. Specifically, it minimizes the instances of doubts within the organization. Accountability ensures a proper flow of information between the managers and the employees. For this reason, it is the most critical virtue that promotes responsibility of the managers. In response, the supervisors pass all the relevant, reliable information to the employees and the customers.

Business ethics refers to the mode of conduct within an organization. Professional ethos and values dictate the behavior of the workers and managers. The principles encompass the behavior and responsibilities of the organizational fraternity. Corporate integrities assist in reducing instances of communication breakdown in an organization (p. 335). According to the ethics, it is the role of the management to ensure the delivery of the relevant information to the employees. In response, the employees follow the instructions and raise any inquiries if there is a need.

The stakeholder relations improve communication in an organization. Stakeholder relations refer to the relationship that exists between the management of an organization and the shareholders. The administration should manage effective communication between the team and the stakeholders. Proper communication helps in influencing the attitudes and decisions of the investors. As a result, they cooperate with the board in promoting the development of the organization. It also creates motivation and encouragement for the shareholders to participate in the programs of the business (Werther and Chandler (2011, p. 374).

The organization can also use the media as a way of promoting communication between it and the workers, customers, potential investors, and the corporate world. Examples of the media channels to enhance
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communication include memos, newsletters, magazines and business journals, fliers, banners, and leaflets, among others. The organization can also market its services, products, and deliver messages through radio and television adverts (Werther and Chandler (2011, p. 344).

Another CSR-related concept suggested by Werther and Chandler is the use of religion. Religious groups assist in conveying work-related information (Werther and Chandler, 2011). The religious leaders take the responsibility of informing their congregation some of the right and wrong actions to take in the business. It helps in promoting efficient communication between a business and the world.

Reference

Werther, W. B., & Chandler, D. (2011). *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*. Los Angeles: SAGE.