

# Using the sustainable development approach in the process of organizing a value chain at an enterprise

**Parkhomenko O.S.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Educational Science Institute  
“Karazin Business School”  
V.N. Karazin Kharkiv National University

**Osadcha A.O.**

Student  
Educational Science Institute “Karazin Business School”  
V. N. Karazin Kharkiv National University

The article is devoted to research ways of organization of value chain with using sustainable approach as a way of activity organization at an enterprise. Value chain is a reflection of the company's history and strategy, as well as the reflection of the economic activity of internal units, which allows determining how the company's value and profit are formed. It is a process that allows exploring all the company's steps from purchasing to the end consumer of goods or services. The construction of a value chain by M. Porter is considered.

The expediency of using the sustainable development approach in the value chain is substantiated. Based on the wider recognition of value creation, the linear process becomes less relevant, and model of circular economy is becoming popular. In this regard, approach of value chain with concept of sustainable development is actual. Sustainable development is

development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The concept of sustainable development at the present stage is based on the goals of sustainable development which are developed by the United Nations. The goals are not legally binding, i.e. they do not provide sanctions for failure, but governments are expected to take responsibility and create national conditions to achieve these goals.

Integration of sustainable value chain into the business strategy of the enterprise is investigated. Institute for Family Business (IFB) identifies four key factors on the path to sustainable value chain. Metrics for measuring progress should be made by the company in integrating sustainability into a business strategy. Examples of parameters for evaluation are given. Determination of sustainable value creation and aspects of its organization are presented as a conclusion.