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Nowadays, almost all the organization around the world is struggling with the new demand of sustainable development, which the best possible utilization of the resources to meet the need of the present generation without hampering the needs of the future generations.

Today, organizations are being constantly informed about their responsibility and how their activities are making impacts on society and the natural environment. They are being informed to apply the sustainable methods in their business process. The sustainability for an organization refers to its activities that are to be followed by taking care of the society and environment.

Now, experiencing the economic profits in isolation by the organization is no longer acceptable, from those agents impacted by the organization action in process of business, ultimately making the profits. The firms have to focus their attention on both making economic prosperity and being a good corporate citizen.Â The organizations have to follow the new international trends of doing business without hampering the environment and the society. They must redesign their rules, framework and business methods to gain both private and the public benefits.

The relation of an organization with its employees and other key stakeholders such as consumers, suppliers, investors play a crucial role in its growth and success. Today, world needs the major transformation in the business, whether itâ€™s a local or global organizations, they have to approach for the sustainable development, which can only be achieve through the help of an individual and the organization.

Now, organizations have developed various strategies to deal with the interaction between the business process and with the agents that are being affected by the business process like society and the natural environment. There are some organizations that didnâ€™t even care about their responsibility for the society and environment. On the other hand there are organizations that see their activities to have significant impacts on the public, society and the environment, thus making the difference between the responsible and irresponsible organizations.

The corporate sustainability plays an essential role in the overall development of the society and organization. This can be achieved through the management education, which is an important source of new ideas for shifting towards the integrated economy rather than the fractured economy.

The corporate responsibility not only includes doing the right thing, but it also includes the responsible behavior of an organization towards itself, society and the environment. A good reputation as a responsible organization keeps you ahead from other competitors. Consumers often favor those companies who have an image of a responsible organization. The sustainable development demands the best possible utilization of available resources. It also involve the process of recycling the resources, thus lower the wastage and saving your money and the environment.

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