

GETTING PERFORMANCE THROUGH SUSTAINABLE THINKING AND ACTION

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ABSTRACT: The aim of this paper is to make an introduction on the way that sustainable development approach is possibly reflected on the leadership with direct implication on the organization's performance. The paper will begin with a theoretical approach on eco-leadership. Due to the fact that Romania is member state of E.U we will explain what sustainable development means in accordance with Romanian regulations. We will conclude with a study case for a small Romanian company that started to run its operations under the paradigm of sustainable development explaining which were the steps, barriers but also achievements in creating the new business context.

Key words: Sustainable Development; Air Pollution, recycling, solid waste; Management, Leader,

JEL Codes: Q01, Q53, M12, M14