

**COMMUNICATION,
ENTREPRENEURSHIP
AND FINANCE**
Renegotiating Diverse
Perspectives

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Communication, Entrepreneurship and Finance

An Inevitable Trio for Business Sustainability

Manpreet Arora

The notion of sustainability or sustainable development is germane to policy making and any kind of business vision both at national and international levels. The term 'sustainability' originates from the Latin word *sustinere*, which means "to hold up," or "to endure". *Webster's New Collegiate Dictionary* describes sustainability as "to give support" and "to keep up". *Chambers 21st Century Dictionary* defines 'sustainable' as a term used in economics and environmental science and which implies capable of being sustained / maintained at a particular level without causing damage. Thus sustainability signifies using resources in a way that does not cause damage, be that financial or environmental.

In *Sustainability: A History* (2014), Jeremy L. Caradonna aptly observes as to how "[g]overnments, communities, organizations, and individuals all over the world have sought to align themselves with the basic principles of what they call 'sustainability'—a desire to create a society that is safe, stable, prosperous, and ecologically minded." In the crisis of present context, the notion of sustainability is also perceived as "a way of acknowledging how humankind has created an imbalance." Besides having core bearing on ecology and natural