

## **STRATEGIC PARTNERSHIP AND SUSTAINABLE DEVELOPMENT**

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The relationship between the economic success of a company and the well-being of its employees, customers, and common people in modern economic system has been distorted. It is an objective situation that has been developing for more than a decade, and today is only escalating. We believe the reason of the imbalance are as follows:

1. increasing competition on the international market;
2. declining of state and religious control;
3. cardinal changes brought about by scientific and technical progress as well as our unwillingness to adjust to them.

The development of international trade has also favored capital and labor movement. Western companies have expanded their markets, but on the other hand it has also caused capital concentration and multinational corporations' growth. The activities of such corporations are focused not on the population needs, but on profit growth. As a result we have mass layoffs (due to automation), lower product quality (cheaper materials), harmful impact on the environment (low-quality products and emissions).

Capital concentration and companies' expanding beyond a single country result in the appearance of new global economic organizations – corporations. These influence more and more not only consumers but also the governments of various countries. Now corporations affect government decrees. It gives an opportunity to implement their own cost saving policy, and to hold back weaker competitors by introducing additional fees or buying out patents.

The revolution in science and technology that took place two centuries ago has, greatly changed the world around us: now most of the world's population live in cities, are not engaged in manual labor, and can communicate with their family or friends in any part of the world without ever leaving their homes. Humanity developed more smoothly than it does now. As a result, many institutions do not have

time to adapt to the changes. A modern human being has found freedom, but has not learned to use it: he is not controlled by religion, the institute of family has become not important, and the education system has little influence on the formation of the personality. One is left to one`s own devices. As a consequence one cannot bring tangible benefits to society. Degradation of personality leads to the loss of social effectiveness. Suppliers of goods or services need you only as a consumer, a source of income for enterprises. People deserve a better destiny. Therefore we need to review the relations in the society. One of the links in the relationship chain is the link between the company and the consumer (the workers, the supplier and so on). The relationship chain should not be based on getting profit from consumers, but on establishing long-term mutually beneficial partnership, designed to provide quality products and services that satisfy the needs of the people and which are not harmful for the environment or society. Thereby we create prerequisites for the formation of a stable society, which does not only gain the reward of its labor, but also provides an opportunity for the future generations.

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