



# THE IMPACT TO THE BUSINESS OF ENVIRONMENTAL FACTORS AND TECHNOLOGICAL TRANSFORMATIONS

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Article history:	Abstract:
<b>Received:</b> 6 <sup>th</sup> March 2024 <b>Accepted:</b> 4 <sup>th</sup> April 2024	Environmental factors and the impact on their business in the field of modern business and technological changes on the business and operations of the enterprise and the industry plays a decisive role in the formation of strategies. Environmental problems such as climate change and scarcity of resources in this article, the dynamic between technology and the business impact of correlation taraqqiylashayotgan learn. Case studies and scientific literature through the study of adaptation to technological innovation by enterprises and the environmental pressure is aimed at covering the use of strategies for sustainable growth.
<b>Keywords:</b> Environmental factors, technological changes, influencing factors of business, business, directory, artificial intelligence and blokcheyn.	

**INTRODUCTION:** In the conditions of strong competition and high levels of instability in the external environment of enterprises to enable them in order to monitor the changes in the environment and to give the appropriate response should develop a long-term strategy. This enterprise with the attitude of unstable, rapidly changing business conditions adapted to the development and adoption of management decisions, providing the need to briefly is of particular importance. Accelerated the pace of changes in the environment, to be the effects of the escalation of its factors of a number, change the position of the consumer and the emergence of a new request, due to limited resources has resulted in a sharp escalation of competition and growth for many other reasons.

the external environment is caused by the fact that it is an integral part of any business enterprise. High quality, effective, quick adaptation to any changes in the external environment of the enterprise in business management, as well as their goals and means the ability to respond effectively to taking them. In Uzbekistan at the present time also, predict the instability of the external environment and also in the whole world stand out with be specific. Implementation of all the trends observed in the enterprise market, as well as the expected changes in the external environment, then position their recipe adapted depending on the needs (development, implementation, and not needed. Of course, if there is a risk forecasts wrong changes to the enterprise with a

more serious approach to the analysis of environmental factors should try to minimize it.

**LITERATURE REVIEW:** a comprehensive review of literature and industry reports environmental factors, multifaceted understanding about the relationship between technological development and business stability returns. Daniel Esti va Endryu Uinston of "Green to Gold" to integrate the principles of environmental issues, strategic business offer works like trouble. This enterprise or industry or practice the concept that the transition to environmentally barqarorroq about jamlanma shall consist of book describe the change. Traditional methods often require a lot of resources on environmental problems, or products and services associated with the requirements of the regulation required to market environmentally friendly, means a transition to a sustainable alternative.

This method can be in various forms, including renewable energy sources to receive waste, carbon emissions reduction, the implementation of waste reduction and recycling initiatives, sustainable materials and practices add to the production process. The company, as well as to achieve the goals of the green technology investment and research and development initiatives focused they can add to stability.

The Green to Gold concept emphasizes the idea that sustainability can lead to long-term economic benefits and competitive advantages for businesses. Harmless to the environment by applying the practices of companies reduce costs, increase the reputation of



their brand, and attract environmentally conscious consumers can reduce the risk associated with climate change and environmental regulations.

In general, "Green to Gold" in the modern world, reflecting an increasing recognition regarding the interaction between environmental protection and business success, represents the transition to sustainable and environmentally responsible business practices. Organizations such as the world economic forum report will highlight emerging technologies that have potential in ensuring sustainable development.

Helen Kopnina and jon Blyuitning "Sustainable business: the main problems of" understanding about the need for sustainable practices and environmental problems that enterprises face as the source gave. In addition, the united nations environment programme and the world wildlife fund organizations such as the united nation environment programme reports that are influencing the degradation of the environment to global enterprises has provided information about the trends.

One of the most important factors in influencing more of this technology to business and the innovative unceasing rate. Artificial intelligence, "Machine learning", artificial intelligence and the department of computer science, from artificial intelligence and the study of the people of the imitation of the method and the algorithm of its accuracy to allow a gradual increase in the use of the data is focused on blokcheyn and "internet of things" connected devices and the cloud between the team and network of the device, as well as the device technologies that facilitate the communication means between themselves] advances in areas such as the traditional business model has been a revolution has created new opportunities for growth and efficiency. This innovation companies in the market who can't accept their competitors stay behind and there is a risk to lose their importance.

**RESEARCH METHODOLOGY:** environmental factors and technological transformations as a factor for the stability of a dynamic boost of the business and its importance to take key strategic opportunities for square. Integration of environmental issues into the

decision making process for the management of the environment and increase the stability of the enterprise through the use of technological innovation, can create long-term value for the stakeholders of the partnership and the development of innovations. However, collaboration across sectors to achieve stability, the policy requires the support and commitment of continuous improvement.

**ANALYSIS AND RESULTS:** enterprise environmental factors to influence, reduce risk and to take measures for the use of strategic opportunities requires. For example, the regulation of initiatives aimed at reducing carbon waste into clean energy technologies to attract investment to the company to motivate the transition to renewable energy sources and energy saving practices adopters. In addition, the time waste of limited resources and the environment, to cut wood, the cause against losses from global problems, such as economy principles and sustainable supply chain management practices available, stressed the importance of the adoption of rotary was.

Ways to stimulate growth and innovation based on technological innovation of enterprises offers environmental efficiency. For example, advances in the field of artificial intelligence and data analysis to optimize the use of the company resources, and increase operational efficiency allows minimizing the impact to the environment. Similarly, blokcheyn technology in supply chain tracking, transparency and facilitates increased the responsibility and sustainable sourcing practices will promote.

Technological changes can affect the company in a variety of ways, for example:

1. Organizational structures, for example, working from home, but in the work place and employees who are able to access to the system files.
2. Product developments, for example, the options growing smartphones.
3. Changes in production, for example, by a computer operated machines, 3d printing and production.
4. Marketing, for example, for product sales internet/social networking use.

**1-table**

**Ecological and technological factors**

Ecological factors	Technological factors
<p><b>i.Climate change and environmental protection rules:</b></p> <ol style="list-style-type: none"> <li>1.The chamber of climate change, operations, supply chain and assess the effects of the actions of consumers.</li> <li>2.To comply with environmental rules and standards set by the government and international organizations.</li> <li>3.Reduce the damage and to adopt sustainable practices to reduce environmental risk.</li> </ol>	<p><b>i.Emerging technologies and innovation:</b></p> <ol style="list-style-type: none"> <li>1.Artificial intelligence and biotechnology advances in technology such as blokcheyn monitor.</li> <li>2.Operating efficiency, product quality and the use of emerging technologies to enhance customer experience.</li> <li>3.Add to innovations and development of superior research and development investment to retain raqobatdosh.</li> </ol>



<p><b>ii.Resource shortage:</b></p> <ol style="list-style-type: none"> <li>1.Water, assess the availability of natural resources such as energy and raw materials.</li> <li>2.Resources saving, recycling and waste reduction strategy implementation.</li> <li>3.Skills supply chain to ensure long-term sustainable practices apply.</li> </ol>	<p><b>ii.Transformative digital and communication:</b></p> <ol style="list-style-type: none"> <li>1.Streamline processes, improve communication and cover the digitization of applying to get a wider audience.</li> <li>2.Cybersecurity measures to protect confidential information and provide a trust between the interested parties.</li> </ol>
<p><b>iii.Biological diversity and ecosystem health:</b></p> <ol style="list-style-type: none"> <li>1.The loss of biological diversity and ecosystem degradatsiya to understand the effects of the operation of the business.</li> <li>2.Support the efforts on nature protection and biodiversity friendly practices to deal with.</li> <li>3.Not to destroy the environment that they live to soften the negative effects and assess the risk associated with going to be the type of.</li> </ol>	<p><b>iii.Automation and robotics:</b></p> <ol style="list-style-type: none"> <li>1.Optimization of the production process and assess the capabilities of automation and robotics to reduce labor costs.</li> <li>2.To increase efficiency and accuracy in production, logistics and service sector robototexnikani introduction.</li> <li>3.Workplace and employee retraining to solve the problems associated with the replacement to the complementary role of automation.</li> </ol>

In conclusion, environmental factors and the environmental stability of the business impact of emerging technologies in the first place who put active and proves the need for flexible strategies. Many of the above quotes that the world can be said with confidence from a source in the community. There are areas that rely directly on natural resources in the business. This field will face the crisis of ecology in nature, in which case you suffer. One example is the luxury furniture sector beneficially, you come to above increased forest cutting process, wood is a shortage of observed time-the time butkul the end of this resource can also be. To avoid environmental innovation, strategic investments,

joint partners and enterprises to attract interested parties to ensure environmental sustainability, risk reduction and sustainable growth opportunities in the world of increasingly limited resources bound and mutually can use. Consequently, the obligations accepted by organizations as the main business of stability for future generations a more prosperous, fair and may open the way to a sustainable future.

How to take care of the environment before making a decision about the company, he and his must understand that the business environment can affect each other. Some suggestions for them include the following:

**2-Table  
Business and its environment, the effects of each other**

<b>The effects on business environment</b>	<b>of the directory to the effects of the environment</b>
or the production of harmful waste such as Trash pollution .	A number of enterprises of climate change, especially dealing with food production enterprises, can affect.
Food, water, or other raw materials, such as a waste of resources to make .	The lack of resources increases the cost price of raw materials - the benefits of business on the basis of the potential decreases.
The destruction of natural habitats .	The loss of trade - the environmental condition of a business is bad, the customer may not want to trade with it no longer.
The loss of plant and animal species.	Legislative - dirty government legislation can be launched by companies. Additional benefits can reduce compliance costs and penalties.

Businesses recognize the correlation between their activities and the environment that should solve environmental issues and opportunities for the use of active and reduce risk. The adoption of sustainable practices, reducing consumption of resources, minimizing waste and increasing the effectiveness of renewable energy solutions through the application of

not only environmental organizations, but also helps to save costs and operating efficiency. The integration of environmental issues into the decision making process through the development of a culture of enterprises and stability of society, the environment and plays an important role for their stakeholders.



If a business determines that it is not being environmentally responsible, there are a number of things it can do to limit its impact on the world around it, including:

Products from design to use less raw materials re - tech company Apple in the last few years in which their range was substantially reduced the amount of harmful substances such as arsenic and was to facilitate the processing of his unit.

The reduction of the packaging of the product - some british supermarket area of a polygon in order to reduce the amount of plastic that go into began to take charge for plastic carrier bags from the client.

Processing - many businesses began looking for ways to recycle waste such as paper and glass.

Energy efficiency - Directory "energy controller" can be identifying ways to reduce energy costs in their business who are responsible for the staff members.

Production planning with caution - if you work out only if the number of units that customers require business, waste is reduced.

## CONCLUSION

Cybersecurity has emerged as a top priority for businesses in the digital age. With the threat of cyberattacks, data breaches, and privacy concerns on the rise, organizations must invest in robust cybersecurity measures to protect their assets, protect sensitive information, and maintain trust with customers and partners. In addition, the advent of automation and robotics will change the way businesses operate and deliver products. Automation technologies have enabled organizations to streamline processes, increase productivity, and reduce costs with the help of intelligent software. In short, technological factors play a major role in shaping the future of business. From embracing innovation and leveraging data to managing digital platforms and cybersecurity challenges, organizations must adapt to evolving technology to remain competitive and resilient. By embracing technology as a strategic tool, businesses can unlock new opportunities, drive innovation and achieve sustainable success in an increasingly digital world.

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