

Transforming Business: Redefining Profit-Driven Business Models for Sustainable Impact

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ABSTRACT

As the global climate crisis intensifies and social inequalities widen, the need to redefine the role of business in society has never been more urgent. Traditional profit-maximizing models often overlook long-term environmental and societal consequences, reinforcing systems that are unsustainable. This presentation proposes a transformative framework for business that integrates sustainability as a core value—positioning companies not only as economic actors but also as stewards of ecological and social well-being. Drawing from environmental psychology, systems thinking, and sustainability research, the framework addresses the structural and behavioral barriers that currently inhibit meaningful business transformation. By spotlighting real-world case studies and pioneering models, the presentation will explore how enterprises can transition toward regenerative economies, circular value chains, and stakeholder-centered decision-making processes. Participants will gain practical strategies for designing and implementing business models that create value beyond profit, supporting the achievement of the UN Sustainable Development Goals. Key themes include integrating sustainability into governance structures, aligning internal culture with long-term impact, and fostering cross-sector collaborations that amplify systemic change. By reframing business success through a sustainability lens, this talk invites participants to become active contributors to a new economic paradigm—one where profitability and planetary health go hand in hand.

JEL Codes:

Keywords: *sustainability, business models, circular economy, regenerative economy*