

Abstract

Human society is undergoing a more profound identity crisis period, economic development based on the waste of raw materials, fuels and energy, contributing greatly to this crisis, having as basis the premises of wrong priorities. In order to avoid an ecological disaster of proportions, a series of scientific personalities, and most ordinary people - have taken firm attitude towards the phenomenon of pollution, from which results the deterioration of our living environment. In these conditions arose the concept of "sustainable development". Management is certainly the main driver of economic development of the world of the twentieth century, world that increasingly uses scientific knowledge, management being itself the result of applied scientific knowledge. As a result - the sustainable development also can enjoy the advantages of using techniques, functions and general approaches of management regarding the overall development paths, in order to achieve maximum results in the proposed goals, set at the level of local communities, states or even globally, in terms of reducing material consumption and pollution, to achieve the goal of welfare for all, on a clean planet.

Key words: sustainable development, global issues, management.