

# The Role of Leadership in Driving Sustainable Business Practices

**Mr. Bhushan M. Thakur**

Assistant Professor in Department of BMS

Veer Wajekar ASC College, Phunde, Uran

**Abstract:** *In the evolving business landscape, sustainability has become a key strategic goal for organizations worldwide. Leadership plays a crucial role in embedding sustainability into business practices. This paper explores how leadership styles influence sustainable business practices and the challenges organizations face in integrating sustainability. The study employs a qualitative research approach, including case studies of companies that have successfully implemented sustainable initiatives. Findings suggest that transformational leadership significantly impacts sustainability adoption, and organizations with proactive leadership tend to perform better in sustainable development. The study concludes with recommendations for businesses to foster sustainability-driven leadership.*

**Keywords:** Leadership, Sustainable Business Practices, Transformational Leadership, Corporate Social Responsibility, Organizational Strategy, Environmental Management, Ethical Leadership

