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## **INTEGRATING SUSTAINABILITY AND ENVIRONMENTAL SECURITY INTO BUSINESS ETIQUETTE EDUCATION**

At the international level, global business operations become increasingly interconnected while organisations face unprecedented environmental challenges. In light of these developments, the need for a holistic and ethically knowledgeable approach to professional conduct comes to the fore. This raises the question of rethinking the approach to teaching business etiquette at the university level and including the topics of sustainability and eco security into it.

Increasingly, modern businesses function within a global environment where stakeholders tend to prioritise environmental sustainability. Hence, for future professionals, it is important to learn to address expectations and comply with regulations concerning “environmental stewardship”, which, as Bansal and Song noted, are recognised as a component of corporate responsibility [1].

The idea of incorporating sustainability and environmental security into business etiquette education can also be justified by the need for businesses to respond proactively to ecological risks and opportunities arising from climate change, resource depletion, and regulatory shifts [4]. Traditionally, Business Etiquette and Protocol, as a university subject, focuses on interpersonal communication, cross-cultural sensitivity, and the norms that govern professional interactions [9]. However, as organisations are accountable not only for their economic performance but also for their social and ecological footprints [1], the scope of this subject should be expanded to include sustainability and environmental security.

A plethora of research demonstrates that organisations which incorporate environmental considerations within their processes and culture are characterised by enhanced reputational capital, stakeholder trust, and access to sustainable investment [2]. In addition, environmental policies, including the European Union’s Green Deal [3] and the United Nations Sustainable Development Goals (SDGs) [8], require businesses to demonstrate sustainability. In this context, business etiquette is no longer simply a matter of manners but an essential asset that encompasses responsible environmental behaviour, including, for instance, resource-conscious meeting practices and the reduction of waste and the carbon footprint in business travel, etc. Integrating such topics in business etiquette education supports the development of a sustainability-oriented organisational culture.

In multinational contexts, environmental practices are often seen as indicators of corporate integrity and respect for local communities [5]. In this regard, business etiquette presupposes expressing a commitment to shared values and can help

overcome cultural gaps, encourage trust and cooperation among international partners. For instance, appreciating and respecting local environmental norms and practices during business engagements is regarded as an essential aspect of professional behaviour [6].

From a pedagogical perspective, integrating sustainability and environmental security into business etiquette education helps to develop critical thinking, ethical reasoning, and effective problem-solving skills. This not merely prepares students for the realities of modern business environments but also entitles them to become change agents who can advocate for accountable practices within their organisations.

Finally, this implementation responds to the moral necessity for educators to prepare students for leadership in a world facing existential environmental threats to resolve the complex social and environmental issues of the 21st century, as highlighted by the United Nations Principles for Responsible Management Education (PRME) [7]. Embedding environmental security into business etiquette and protocol consequently represents a commitment to fostering ethical, globally minded, and socially responsible leaders.

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