

Analyzing the reality of environmental sustainability in telecommunications companies Syriatel Case Study

Dr. Raed Alsarn*

Abstract

This study focuses on aspects of environmental and economic sustainability of business decisions,

Where organizations are struggling today to reach sustainability.

Sustainability at syriatel is central to its business strategy, guiding its behavior and daily operating decisions, so Syriatel is looking at the progress of its journey to sustainability.

syriateL seeks to be in a position of good citizenship and recognizes that it contributes to building the society in which it lives and works,

With its commitment to the continued support for many different social sectors. CERTIL aspires to be a model employer by creating an environment of mutual respect, encouragement and teamwork, an environment that adopts equal opportunity in the areas of employment, development, progress and development for all qualified persons.

From the very beginning, Syriatel worked according to government legislations and established itself as a business model to be followed by other Syrian businesses and

For the Paper in Arabic Language See the Pages (127-153).

***Assistant Professor in Business Administration Department- Faculty of Economics - Damascus University**

institutions. It realized early on that financial success alone did not make a successful enterprise.

As for the effective management of sustainability strategy and objectives, Syriatel will announce its achievements, objectives and efforts in order to achieve sustainability with transparency, accuracy and clarity.

Keywords: Sustainability - Environmental Sustainability - Telecom Companies – Certel.