

IMPLEMENTATION OF ENVIRONMENTAL MANAGEMENT SYSTEM AS A TOOL TO INCREASE THE MARKET VALUE OF ENTERPRISE

Daryna Boronos, Igor Kobushko
Sumy State University, Sumy, Ukraine

Environmental management system (EMS) refers to the management of an organization's environmental programs in a comprehensive, systematic, planned and documented manner. It includes the organizational structure, planning and resources for developing, implementing and maintaining policy for environmental protection. It assesses business' strengths and weaknesses, helps to identify and manage significant impacts, saves money by increasing efficiency, ensures comply with environmental legislation and provides benchmarks for improvements. An EMS can also help to manage resources, and improves the reliability and credibility of enterprise's environmental policy. It helps to prove to customers that enterprise is committed to meeting environmental responsibilities by getting EMS certified, such as through ISO 14001, BS 8555, Green Dragon or the Eco-Management and Audit Scheme.

An Environmental Management System (EMS):

- Serves as a tool to improve environmental performance;
- Provides a systematic way of managing an organization's environmental affairs;
- Is the aspect of the organization's overall management structure that addresses immediate and long-term impacts of its products, services and processes on the environment;
- Gives order and consistency for organizations to address environmental concerns through the allocation of resources, assignment of responsibility and ongoing evaluation of practices, procedures and processes;
- Focuses on continual improvement of the enterprise development;
- Increase enterprise value at the market economy system.

For a business to truly have enterprise value, not only does the owner have to create a business that others want to own, but have a business where all systems (environmental management system also) are in a high organizational level. When a business has enterprise value, the number of people who are interested in owning this business will dramatically increase. Implementation of environmental management systems at enterprises is vitally important for a healthy dynamic market economy. And, of course, undoubtedly important for enterprise's development that leads inexorably to an increase of enterprise value. In fact, we will have a business situation, when not only competitors will want to own this business (that includes advanced EMS), but professional investors will also want to own this business.