

# The Analysis and Self-Assessment of the Organization's Sustainability

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**Keywords:** analytical procedures; marketing sustainability; self-assessment; social sustainability; sustainability of the organization; financial stability.

**Abstract:** One of the key problems of management is creation and management of sustainable performance. Historically, the analysis and assessment of the organization's sustainability have been mainly focused on the study of financial stability. Meanwhile, other components of the overall organization's sustainability requires careful examination, analysis and evaluation. They require clarification and disclosure of analytical tools and evaluation techniques, including self-assessment of the sustainability of activities.

The article examines the insufficiently developed questions that cover strategic approaches to identification of sustainability components and methods of its analysis and evaluation. We studied the causes of uneven development of the methodology for sustainability components of the economic analysis. The system of factors and indicators for analysis and evaluation of the sustainability of the organization activity, revealing the separate components of sustainability, including marketing, financial and social sustainability has been proposed. In the system, different financial and non-financial parameters of the organization's performance are unified. The methods of expert evaluation and scoring are applied to analyze and self-evaluate non-financial (qualitative) indicators of sustainable activities. The technique of self-assessment of service quality and customer satisfaction has been developed.

On the basis of the study it is concluded that the common terms of sustainability of the organization's performance are an integrated approach to identification, description, analysis and assessment of sustainability factors, improvement of the use of analytical tools and evaluation of financial, non-financial and qualitative sustainability indicators.