

Determinants of the Sustainable Development in Mexican and Taiwanese Firms

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Abstract

In order to survive and develop, firms have developed different strategies to achieve their competitive advantages. One of the most important strategies is to implement the sustainable development. Therefore, different scholars and experts propose different viewpoints and criteria. The purpose for the paper means to explore the determinants of the sustainable development in Mexican and Taiwanese firms. This analyzes sustainable development interrelationships by applying the Fuzzy Decision Making Trial and Evaluation Laboratory (Fuzzy-DEMATEL) method. Based on the literature reviews and Fuzzy Delphi method, thirteen criteria have been extracted and then validated by sixteen scholars and experts. Additionally, a questionnaire is constructed and evaluated by thirty practitioners from Taiwan and Mexico. Then the Fuzzy-DEMATEL method is applied to analyze the importance of the criteria and the casual relations among the criteria have been constructed. The result has shown that “the senior executives' abilities to execute strategies” are the most important criterion and influence the other criteria. Consequently, the senior executives' abilities to execute strategies are the crucial factors to maintain the competitive advantages for an enterprise.

Keywords: Decision Making Trial and Evaluation Laboratory; Fuzzy theory; Sustainability