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# ECONOMIC PARADIGMS AND BUSINESS MODELS TO ACHIEVE THE SUSTAINABILITY OF COMPANIES

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## Abstract

*The signing of the 2030 Agenda committed the countries of the world to finding the best mechanisms for the functioning of economies able to ensure sustainable development. Companies need to meet new requirements in order to remain competitive, while generating higher economic, environmental and social values. This article aims to describe the diversity of three economic paradigms: lean economy, green economy, circular economy and its business models that are able to support sustainability. The principles of operation, benefits and how they will contribute to sustainable development were analyzed. Depending on the specifics of the sector, companies need to analyze and evaluate their actions to define their own path to sustainable development, based on national plans, policies and strategies. Companies can implement several business models belonging to different economic paradigms to take advantage of their synergistic effect.*