

Discussion

For more than two centuries, business was the most important option and unlimited growth was the most motivating business objective. This seems to have ended now as sustainability has become the most important choice for survival through a well balanced growth without breaking Eco-Limits. Sustainability is the choice of all companies for efficient use of the available resources where "small is beautiful" and "green product" is the least need for environmental cleaning that it usually causes or by contrast incurring the additional burden of green taxes. Green information technology saves tons of papers through the use of e-mail Correspondences and e-documentation. (Poniatowski,2010). Sustainability represents one type of resources renewal such as ; 8Rs' (recycle, reuse, reduce, redistribute, relocate, restructure, re-contextualize, re-evaluate) (Arrow,2004,p3).

It can be observed from the six perspectives, that the business perspective is based on economic responsibility and growth priority regardless of other considerations including the destruction of the environment (Seidel, et al.,2012,p3). The second perspective is dependent on the law and its effective adaption of environmental objectives on one hand, and on the extent of the organization's commitment to these goals in a conscious and enlightened manner on the other hand. Previous experience has confirmed that legislation, is not enough to make the organizations committed to these objectives due to many reasons.

The previous three perspectives (balance between generations, ISO 14000, and greening wave) exceed the legal responsibility to the corporate environmental responsibility (CER). According to these perspectives, environmental performance is based on indicators that are not necessarily compatible with the financial performance indicators (Porter and van der Linde,1995,). On the other hand, environmental performance can be a significant driver of superior quality, reduction of environmental effects, and an important source of competitive advantage (Pil and Rethenberg, 2003,Yang et al., 2010, Horisch et al.,2015, Hallsted et al.,2015,p).

It is necessary to emphasize that environmental performance imposes additional burdens on the organization, but it can provide many of the advantages of environmentally responsible organization (see table 10). Sixth perspective still has to do a lot of strenuous efforts in order to consider the environment as its first priority, and business demands to be second.

Table 10: Positive environmental performance associates with:

Positive results	Negative results
<ul style="list-style-type: none"> - reducing the waste of material - decreasing the pollution - improving quality - reducing inventories - realizing green supply chain - improving better relationships with green customer - obtaining awards of environmental quality - creating a new activities to compete - entering new markets - improving organization reputation - reducing organization's payment of green taxes - improving quality of life in society - new life cycle e (raw material, production, distribution, end-of life) 	<ul style="list-style-type: none"> - increasing cost of material - increasing production cost - redesigning process and product - increasing cost of employee training - experiencing problems with suppliers - rising the price of the product - reducing ability to compete

The results of this field study showed that the Jordanian pharmaceutical organizations which adopt sustainability programs and practices have a positive impact on its organizational performance. These results are consistent with the results of many other studies in the field, such as those conducted by , (Tomsic, Bojnec, and Simcic,2015, Goyal and Rahman,2013) where both reveals that the three sustainability dimensions have a positive effect on business organizations performance.

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