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CRITICAL ANALYSIS ON THE ENVIRONMENT CONCEPTS

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Abstract:

The thematic about the environment is treated in the academic scenario, generating externalities in the business context for decision making. This task is based on the Economic Development Theory of Schumpeter (1997), Eco-development Theory of Sachs (1986) and Contingency Theory addressed by Chiavenato (2003). For the development of this work, it was used the Content Analysis Method and the common cognitive procedures to it. As a result, it is made a confrontation between the referred theories, when it is confirmed the basic essential factors for economic development by the judicious use of the natural resources (1); categorizing studies in authors committed to the causal relationship, it is confirmed the dimension of the environment and the unique or natural aspects, generally wild, and also the artificial aspect, which is transformed by man through technological resources (2), from the critical analysis of the concepts raised, it is considered that the development involves dynamic in the exploitation of the environment resources, but it becomes indispensable the sustainability to ensure the environmental quality from generation to generation (3). This work is a contribution of the academy for those interested in the environment thematic.

KEYWORDS:

Environment. Schumpeterian Theory. Ecodevelopment. Sustainability. Concepts.

PRESENTATION

The environmental issue has been discussed with generating externalities not only in the academic field but also in business contexts for decision making. This task is about the environment, involving a comparative study from conceptions raised of literature sources related to the object addressed. We understand the humanity carries a strict vision focused on natural heritage, namely, that one is offered in the gratuity by the environment. However the relations between the beings are on advance by an amplified conception, and limited by the traditional ecology as to one path of balance in the interpretation of the state of the art. Overall, the environment includes the original or wild nature, or artificial nature, that is the nature crafted by human physical and intellectual strength. The work now completed consists of items that contain the introduction, the methodology of its preparation, the results of the cognitive operation, the conclusion and the references used.

1. INTRODUCTION AND OBJECTIVES

The literature suggests that the traditional model of consumption requires a conceptual

understanding of the environment. Another might not be the understanding, because the object consumable as required by the populations finds in the environment as primary resources for its transformation. Here arises as one call of the academy to promote a contextual treaty. Aims to make a theoretical-conceptual analysis consistent on environmental issues with a focus on a comparative study. To meet this purpose, three specific objectives are considered; one confrontation between the foundations of the Schumpeterian Theory and the Eco-development Theory, having as a corollary the Contingency Theory (1); perform formation of categorization for allows study based on three authors that deal with concepts related to the object in question (2), and make an critical analysis of the appropriate elements of the raised literature (3).

2. THEORETICAL AND CONCEPTUAL REVIEW

The theoretical and conceptual review consists to point out the theory that explains the phenomenon under investigation, providing opportunities for a cognitive resolution of an investigative process. The problem to be considered in this paper is to perform a separation between the approaches presented by different authors in face of the explanation on the agenda of understanding, whose core is the environment; and three theories enter the investigative scenario to in order to produce the conclusion with results.

2.1 Contingency Theory

The Contingency Theory enters in this preparation due to its significance in the specific field of Management Science, since this is the approach considered in the interpretation of the causal relationship on strategic issues concerning to the decision-making scenario. The scrutiny required in the environmental demands will find in this theory, the qualified line of epistemological solution. It focuses on the environment, its constraints, the characteristics, and shows the environmental influence in the behavior of the social and organizational actors. The continuous measures of adjustment demanded by the operational environment impose contingencies and threats, as Chiavenato treats (2003). The discussion of the relationship between the effects of human actions and the degradation of nature is relatively recent. It was close of the biological or the humanities sciences, but today is directly related to the process of thought transformation in contemporary society and, therefore they are contingential. Predominates the presence interrelated of the common elements, namely, the nature, the society and the dynamics of articulation. It is important to highlight, that the inclusion of the elements of the systemic approach is responsible for part of the conceptual amendments to the environment, and here it is recommended the importance of the interpretation of the environment as an open system as stated by the Contingency Theory.

2.2 Schumpeterian Theory

The Economic Development Theory, proposed by Joseph Schumpeter details the production process as a combination of productive forces formed of material and immaterial parts. It conceptualizes that the material part is formed by the original elements of production such as land and labor from where come the goods that enter in the transformation; immaterial forces would be the technical facts and the facts of social organization or sociocultural environment, that represents the social, cultural and institutional complex of the society, as is studied in Schumpeter (1997). According to Adelman (1972), the function of production is proposed by Schumpeter with the following formula: $Y = f(K, N, L, S, U)$, where Y would be the production, K would be the means of production introduced, N would be natural resources; L would be the workforce and finally S and U would represent the main forces that would condition the productivity of the factors K, N and L, with the knowledge applied to the society where U would represent the socio-cultural environment in which the economy operates, ie, the impact of the social, cultural and institutional changes on the productivity of the economy. Therefore, the environment concepts no longer appear in an agenda essentially theoretical, entering in a critical field essential to the decision-making process involving the human intervention in the environment where he explores his economic activities.

2.3 Ecodevelopment Theory

The Ecodevelopment theory proposed by Ignacy Sachs (1986) is based on three pillars: economic efficiency, social justice and ecological prudence. It understands that satisfaction of the necessities of future generations should be guaranteed in synchrony without compromising the solidarity with the present generation. To operationalize the ecological development is necessary to know the cultures, the ecosystems, the manner that the people relate themselves to the environment, such as they face their quotidian dilemmas and how the citizens get involved in planning the strategies of the local reality. The author says that ecological development is a style of development that, in each ecoregion, insists on specific solutions to their particular problems; it takes into account the ecological data in the same way that the cultural, the immediate and long-term necessities to react to the solutions allegedly universalists and generalized

formulas, enhancing the capacity of the human societies to identify their problems and give them unique solutions. Once closed the negotiations situated at the heart of the object, it is necessary to introduce the peripheral conceptual elements that revolve around in this study, as follows.

2.4 Environment concepts

To Milaré (2011), the term environment originates from the french milieu ambiance and it was used in 1835 by the French naturalist Geoffrey Saint-Hilaire, in his work *Études progressives d'un naturaliste*. The term milieu means where is or moves a living being and ambiance designates the place that surrounds this being. For that author, part of today's problem revolves around the sustainability, it is a strict view of the natural heritage and the relationships among living beings but in a broad concept, the concept goes beyond the limits set by the traditional ecology. Thus, the environment encompasses all natural and artificial nature, including the cultural goods related.

By the development march, new technologies emerged and with them their conceptual foundations that pursue the balance of the economy and the environment. To Milaré (2011), the sustainable development and eco-development consists of three essential goals reconciled: the development, the preservation of the environment and the improving of the quality of life. In the author's view, there is a difference between sustainable development and sustainability, the first would be a process, the second an necessary attribute to be respected in the treatment of the environment resources. Thereafter, the sustainability could be analyzed from two perspectives, namely: the ecological point of view concerning to the support capacity of the ecosystems and the existing natural resources and political point of view, which refers to the capacity of sustenance and self-organization of the society. Herein is meant a rapprochement between the Schumpeterian vision and the recommendations of Ignacy Sachs.

Milaré (2011) argues that technological advances have made possible the ways of producing goods with undesirable consequences that worsen quickly. The exploitation of the natural resources began to be practiced intensively endangering its renewal. Therefore, it is understood as indispensable, create limits on the exploitation of the natural resources such as water, for example, and mineral resources of economic interest such as oil, both considered threatened by shortages when considered the demand of its use along the time. The author considers that the model of civilization based on consumption generated a global demand on the natural resources that derives from the economic formation which is based on the production and consumption in a large scale. Associated with this formation, which currently regulates the process of nature exploitation, is responsible for much of the destruction of the natural resources and is the creator of necessities that require, for their own maintenance, an endless growth of the quantitative and qualitative demands of these resources.

The Rapid technological advances have made possible ways of producing goods with undesirable consequences that worsen with equal rapidity. The exploitation of the natural resources began to be made too intense, to the point of endangering its renewability. It is now necessary to understand more about the renewability limits of basic resources such as water, for example. Nonrenewable resources such as oil, threaten to be scarce.

In Tostes (1994) it is possible to found that the environment is all that concerns to the life of a being or a group of living beings. All that concerns to life, its maintenance and reproduction. In this definition are inserted the physical elements (earth, air, water), climate, living elements (plants, animals, men), cultural factors (the habits, customs, namely, the history of each group, each community) and how these elements are treated by the society, ie, how the human activities interfere with these elements. Also constitute the environment the interactions between these elements themselves and between them and the human activities. Thus understood, the environment is not just about the natural environment, but also about the villages, cities and the entire environment built by man.

2.5 Natural Environment and Artificial Environment Concepts

The studies on the environment have advanced over the years, notably from the awareness of its importance to the maintenance of human life. In the context of scientific research, from the perspective of the structuralism, it was identified the concepts of the environment as natural and artificial as stated by Lenoble (1969).

To RebelloFilho and Bernardo (1998), the environment is ranked on four aspects: the natural environment, the cultural environment, the artificial environment and the working environment. The natural environment is all environment considered by the human beings as necessary to its survival, from its scientific, moral and religious conceptions.

FUNIBER (2013) studies the issue defining it as artificial environment, also called human. It is delimited in the urban space built, that consists of the set of buildings and similars, called within this systematic, of closed urban space, as well as the public facilities named as opened urban space.

2.6 Sustainability and Sustainable Development concepts

Clean technology, clean production, and eco-efficiency has become commonplace expressions when talking about responsible and sustainable production. These terms, often treated as synonyms, are models of preventive management that aim to reduce the use of the natural resources and energy, reducing also the waste and emissions. These approaches seek efficiency in the use of resources, minimizing the waste in order to integrate the environmental and economic interests. The challenge of environmentally sustainable manufacturing is projected as a key element of survival and business competitiveness, converging ecology and economy as sciences that deal with the same issue in according Aligleri (2009): The scarcity management.

The sustainable development seeks to solve the problems of development with new restrictions that make it more complex this task such as, for example, the elimination of poverty and the equitable distribution in the society. This concept combines the necessity that these purposes may be fulfilled without accelerating the environmental deterioration, and even recovering, as far as possible, the environmental degraded, as pointed out in FUNIBER (2013).

The term sustainable development contains a contradiction in terms. The notion of development involves dynamic; however the notion of sustainability implies in a static situation with the assumption of permanence. The economic development, which aims to improve the conditions of human life, implies impacts on the nature, as the sustainability is based on a vision of balance and conservation of the environment. So there is a conflict between the environmental balance and the action of man on the environment, as teach Zilberstajn and Lins (2010).

3.METODOLOGY

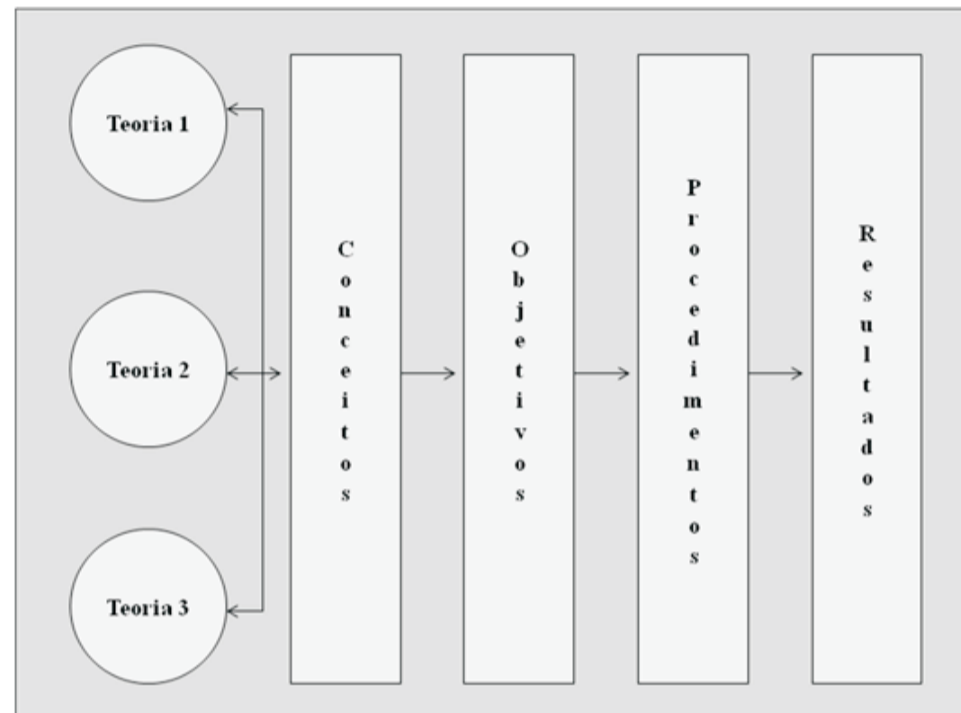
For Creswell (2010), a component of the literature review is to determine which theories can be used to explore questions in an academic study. They appear at the beginning of the research and provides a lens that defines what is observed and the questioned issues.

The scientific methodology studies the investigation procedures of the phenomenon, which facilitates its identification. Identified the phenomenon, it is necessary to break it down into parts, ie, to analyze its contents. For Oliveira (2008) a content analysis is a tool for scientific research with many applications. For every investigation is necessary the use of a research method by the researcher. All research must be necessarily composed of three elements: the philosophy, the research strategy and the research method.

As stated in Denzin (2010) every research intends to develop acquirements that make possible understand and transform the reality, issues such as reflexivity and the textual representations must be addressed in participatory or collaborative paradigm, mainly in the context of the critical theory. So it is necessary to understand the meaning of the expressions when a conceptual analysis based on the perception actors involved in the phenomenon as in the case of the environment occur. The procedures used may vary depending on the objectives of the research, however, whatever is its purpose, the research needs to submit itself, in order to have a scientific value, to some precise rules that would differentiate it from purely intuitive analysis.

This task was carried out through the content analysis method. This research tool can be conceptualized in different ways, such as political speech, for example. It seeks to obtain inference through an objective and systematic identification of specific features of the messages; with this replicable and practice inference the direction of the context is guided. The methodological choice met the recommended by Creswell (2010), in order to use a standardized instrument to investigate a phenomenon. The procedure involved the search for literature as the first providence, as indicated by Oliveira (2008); then the data and the information for analysis and criticism were extracted, in a process of qualitative research in face of the manifest content of the communication addressed to achieve the proposed objectives. The figure 1 below shows the methodological construction undertaken in this work.

Figure 1: Methodology diagram



Source: The author.

The cleavage of the collected content involved the literary selection and identification on the environment. The logic appropriation of concepts shall be checked and confronted by the author of the work accessed. The logic is in the systematization on the problem being studied. As teaches Oliveira (2008) the prejudices are eliminated, as well as one proceeds to the construction of categories that are items or classes that meet a set of elements under a generic title. After the grouping into categories, the categorical analysis and inference of results as practiced here will be held. For this author, the content analysis requires segmented text into units of records or units of context, which was obeyed in the preparation of this task.

4.RESULTS

Reportedly this topic pursues specific objectives as specified in the topic of this task. Confrontations will be held in order to address the elements brought from the considered theories in the bibliographic appropriation; then a conceptual study based on the discourse of the authors concerning the researched object will be consolidated; then the approach will be analyzed according to the proposed method.

4.1 Confrontation between the basis of the Schumpeterian theory against the Ecodevelopment theory and the Contingency theory.

The Schumpeterian theory in the face of the Eco-Development Theory and the Contingency Theory involve significant conceptual sources that support the economic and environmental development, in Table 1 below are categorized the focuses. To the Schumpeterian Theory, the development is limited to the production capacity of the environment, formed by the elements earth and work, that are the materials elements and also by technical factors, social organization, socio-cultural environment and the social, cultural and institutional complex of the society. The author presents a clear distinction about the tangible and intangible elements, being possible to highlight that the tangible elements are the environmental attributes that the human action appropriates itself for processing and use, such as gold, diamond and niobium, abundant mineral resources in Rondônia; and also the water resources used for the construction of the Madeira River Hydroelectric Complex, indicated in Figure 2.

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Table 1: Theories, its basis and concepts categorized

Theoretical indicative	Theoretical basis	Categorized concepts
1. Development Theory of Joseph Alois Schumpeter (1997)	1.1 The production process, formed by material forces - land and labor; 1.2 The production process, consisting of immaterial forces, technical factors, social organization, socio-cultural environment, social, cultural and institutional complex of the society; 1.3 The environment is the social, cultural and institutional complex of the society composed of technical facts and social organizations on which the economy operates.	1. The production consists of land and labor, and technical factors, social organization, socio-cultural environment, social, cultural and institutional complex of the society. 2. The development is based on knowing the cultures, ecosystems, people and the environment. 3. The organization is consisted of a systemic nature, ie, open nature.
2. Ecodevelopment Theory of Inacy Sachs (1986)	1.1 The development is sustained on the pillar of economic efficiency, social justice and ecological prudence; 1.2 It is based on the knowledge of cultures, ecosystems, people and the environment; 1.3 Is based on the knowledge of the individual involved in the planning of the local reality; 1.4 Is sustained in ecological and cultural data, universal solutions and generalized formulas.	
3. Contingency Theory of Chia venato (2003)	3.1 The environment has independent and dependent variables. 3.2 There is no causal relationship between the dependent and independent variables. 3.3 There is a functional relationship between the independent and dependent variables. 3.4 The organization is consisted of a systemic nature, ie, open nature. 3.5 The environment is an external context that presents a huge variety of complex and variable conditions hard to be addressed as a whole and objectively analyzed. 3.6 The environment influences and is influenced by the organizations.	

Source: Adapted by the author.

Figure 2: Hydroelectric Complex of the Madeira River, Porto Velho City, Brazil.



Source: Internet of public domain.

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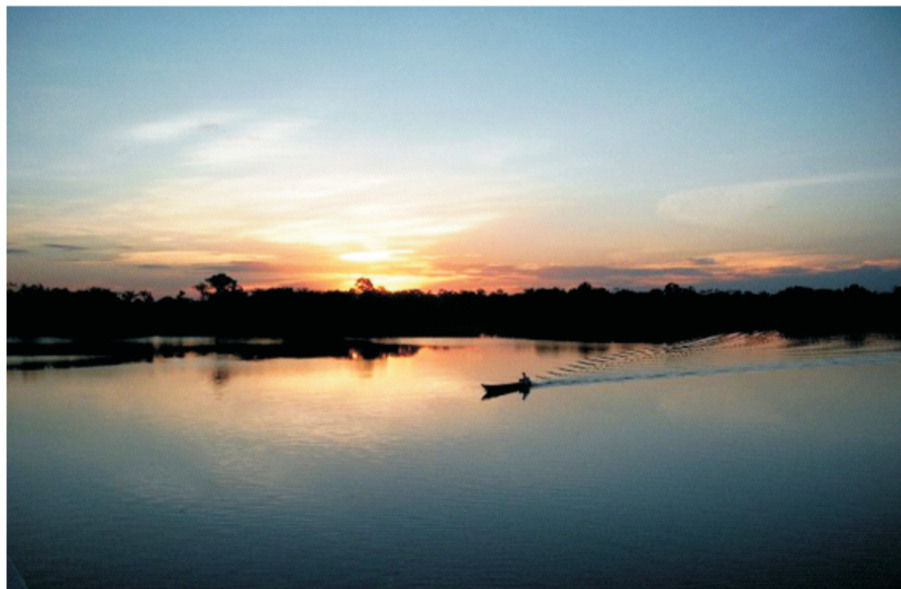
The tangible environmental elements represent the results of the efforts through the transformation of the original environmental attributes. Such changes usually occur through a technological innovation that give them an accumulation of value. The intangible environmental elements are those with an attractive value written by a scenic beauty, they have a contemplative meaning transferred to the individuals, as occurs among the visitors in ecotourism or in ecological tourism; reveal themselves as the sunset in Praia Vermelha, Rio Janeiro, contemplated from the Morro do Cristo Redentor, as Figures 3, or the summer afternoons in birds watching on Lake Cuniã in the State of Rondônia, shown in Figure 4.

Figure 3: Andthe Red beach Christ the Redeemer, Rio de Janeiro, Brazil.



Source:Internet of public domain.

Figure 4:Cuniãlake



Source: Internet of public domain.

The conception of the Eco-development Theory indicate as basis the economic efficiency, the social justice and the ecological prudence, describing analytically the elements that constitute the development. The economic efficiency is no other activity except the use of the environmental resources supported by the binomial the lowest environmental resource for the best result of production. The ecological prudence announced by Inacy Sachs supports itself in the rational use of the local environmental

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resources available to the community, contemplating the element earth, and in the same guideline of the Schumpeterian conception, represents the configurator element of the production, indicating that the development is limited by the ecology, ie the environment. The social justice in the conception of the Ecodevelopment advances conceptual limits, encompassing the elements technical factors, social organization and socio-cultural environment, consolidated in the Schumpeterian Theory. In the other hand the Contingency Theory describes that the environment is an independent variable, ie, there is no cause-effect relation of the environment with the administrative techniques, just a functional relationship constantly identified and adapted. By inferring that there is no relationship of cause and effect, it is asserting that the administration is autonomous and the environment acts independently of the administrative action. Completing the analysis it is possible to observe that for the Schumpeterian theory, the development also has immaterial forces composed of social organization, socio-cultural environment, social complex, cultural and institutional of the society portrayed as independent variables in the division of Chiavenato (2003). Both the conception of immaterial forces as the independent environmental variables shape themselves to the conception of the Eco-development, that is because it supports that the medium in which the economy operates upon the variables listed, showing in its essence the intangible element. In the same context, the Contingency Theory allows to display a variety of complex conditions in which the set of its elements follows for an analytical subjectivity in the face of the diversity of the social, cultural and institutional compounds also considered in the Schumpeterian Theory and in the Ecodevelopment Theory. Therefore, the three theories hold that the development is anchored on the renewal capacity of the environment and in the organizational cultures, either local or regional. The social and cultural complex is inherent to the development and social and productive organization positively impacting the decision models according to the capacity of renewal and production of the environment.

4.2 Study from the categorization involving the concepts of environment, sustainable development and sustainability.

The study of the concepts of environment, sustainable development and sustainability were cleaved by the contributions of Milaré (2011), Tostes (1994) and Zilberstajn&Lins (2010). The meanings synthesized in Table 2 below were posted.

Table 2: Conceptual Structures on the environment, sustainable development and sustainability

Author	Conceptual Structure	Categorized Concepts
1. Milaré (2011)	1.1 Environment as original and artificial nature. 1.2 Sustainable development is the conciliation between the development, the preservation of the environment and the improving of the quality of life. 1.3 Sustainability as a necessary attribute to be respected.	1.1 Environment encompasses the whole unspoiled or wild nature. 1.2 The sustainable development is the conciliation of the parties in a whole for the common good.
2. Tostes (1994)	2.1 Environment as physical elements, climate, the living elements, cultural elements exposed to human action.	1.3 The Development involves a dynamic, and the Sustainability presupposes static in favor of the environmental preservation and conservation.
3. Zilberstajn & Lins (2010)	3.1 Sustainable development as a dynamic 3.2 Sustainability as a static situation, which implies permanence.	

Source: Adopted by the author

To Milaré (2011), the nature or original nature refers to the spontaneous environment where it does not occurred the human action, such as rivers, plants, streams and waterfalls, and the artificial environment refers to the environment built from human activities, mainly the urban environment with its buildings, houses, streets, squares and other instruments made for human use. For the sustainable development it states that treats itself on the reconciliation of three variables: the development, the preservation of the environment and the improving of the quality of life, and the sustainability is the necessary attribute to be respected in the treatment of the environmental resources. It clearly points out the

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distinction between the sustainable development, which is the evolution of the economic and administrative scenario due to the demand for quality of life and the natural environment by inducing the understanding of a dynamic situation in relation to the addressing of the environmental attributes, and the sustainability that is the factor that should be used by the sustainable development when treating the natural good. To Tostes (1994), the environment consists of the physical elements, the weather, the living elements, the cultural elements and the way that the human action intervenes in these elements. The author adopts general environmental elements such as static environmental attributes, such as climate and living elements, and attributes that require motion by affirming the existence of an action of treatment compared to the static environmental attributes.

Regarding to the conceptual study on the perception of Zilberstajn&Lins (2010),it was possible to confirm that the sustainable development is supported by dynamic, while sustainability has a neat feature of static situation.

4.3 Critical analysis of the concepts categorized obtained from the literature raised.

The critical analysis allows the researcher to perform a treatment of the results, building an awareness on the inferences and interpretations in the research context. In this phase occurs the condensation and the highlight of the information for analysis, deriving the inferential interpretations arising from the reflective and critical analysis, Bardin (1977).

Table 3: Critical Analysis

Author	Indicativo	CriticalAnalysis
EdisMilaré (2011)	Environment encompasses the whole unspoiled or wild nature. The sustainable development is the conciliation of the parties in a whole for the common good. The Development involves a dynamic, and the Sustainability presupposes static in favor of the environmental preservation and conservation.	Nature not invaded or altered by the human action.
Tostes (1994)		Attitude to know and look the residue and opt for the least impact process in the plan of environmental reintegration .
Zilberstajn e Lins (2010)		Indicates environmental factors and environmental attributes to express the environment. The cognitive reflection should guide the preservationist attitude. The application action of the environmental factors in the formation of new products capable of adding value is a characteristic of the dynamic development.

Source: Adapted by the author

The interpretation offered by Milaré (2011) combines concepts of environment, sustainable development and sustainability. It is observed that the interpretation of the phenomenon environment impacts on the action taken by the people when dealing with the environmental elements. For this author, it is clear that the unspoiled or wild nature is not invaded or changed by the human action.

Milaré writes (2011) that sustainable development is the reconciliation between the development, the preservation of the environment and the improving the quality of life, however the critic induces to assert that it is a reconciliation of the parties in a whole for the common good. Therefore it is natural that the human being making use of an environmental good, naturally while processing this good may produce, by its action, a result called residue. By acting with attention to the appropriate environmental treatment, it will incur in an attitude where the waste may be reintroduced with a less impact on nature, reconciling the whole for the common good.

The processing of the environmental elements is the central focus in the modern way of managing, because every product of today's organizations is interpreted as a phenomenon that looks at the environment as a strategic point of competitiveness. Therefore, the reconciliation of the whole is necessary for the concept of administration.

Tostes (2011) writes the elements and the attributes to indicate what is the environment. By stating

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that the physical environment, the climate, the living elements and the cultural elements are the environment, is gathering all in environmental elements and environmental attributes. He also continues, the same author, the descriptive indicating the cultural elements, which induces the interpretation that the this latter indicative, the human action in the procedure of transformation of the environmental good .

In the modern understanding of administration, is a consensual point that knowing the environmental elements, together with their attributes, create the products, and the cognitive reflection should guide the preservationist attitude along to the satisfaction of the consumption demands necessary for the corporate survival.

Zilberstajn and Lins (2010) show the environment from the aspect of the dynamic and stateness of the environmental elements. In this conception the elements suffer the human action, creating the phenomenon of development, which, to Schumpeter (1997) is the innovation. The application action of the environmental elements in the formation of new products capable of adding value is a characteristic of the development dynamic. Thus, the product that suffers an innovation to have the least impact of reintegration in the environment due to a new propose of processing or adaptation in its material form is a characteristic of development. Sustained and described, the analysis backed in the critique, it can be seen that the forms of development are consolidated in the environmental agenda, where the products originated from the industrial processes must accommodate the environmental concepts applied to the Contingency Theory, in which the organizations, to become sustainable, influence and are influenced by the environment as a whole.

5.CONCLUSION

The conceptions on the environment include, when issued by the researchers, several perspectives. Is an arduous task to point elements that may indicate the contextualization of these concepts that were proposed in this paper as a contribution to the academic plan for research and training of cognitive elements required for the proper description of phenomena.

This study aimed to present a critical study of the development theory of Schumpeter and the Theory of Ecodevelopment of Inacy Sachs in the face of Contingency Theory of Chiavenato enabling to investigate the limiting field of appropriation of the environmental elements in the modern society based on consumption, indicating the necessity to understand the theories and conceptual elements on the environment, notably for making decisions.

The conceptual references on the environment were screened and categorized by critical analysis of content. The context, after a critical analysis, points to the human action founded on the notion that the nature can be not invaded or not changed. The action of development building should maintain a critical attitude on the environment and opt for low-impact processes in terms of reintegration of waste to the environment, as well as point to the continuing necessity for the reflection on the production capable of adding value supporting itself on the balance pillar of the environment and man, essential trait in the context of management and characteristic element of the economic development

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