

INTERNATIONAL BUSINESS AND SUSTAINABLE DEVELOPMENT

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Abstract: *The last three decades have been characterised by the growing international business activities through international direct investments. Also the previous period has been characterised by the launching and promoting the concept of sustainable development. The goal of the paper is to highlight the connection between international business and sustainable development. The methods of analysis, comparison, deduction and synthesis have been used. The research results show that international business can be important for achieving sustainable development. Findings regarding global level as well as the novelty findings regarding national level of Serbia lead to conclusion that there is a need for higher participation of the international business activities through foreign direct investment in priority sectors for sustainable development. Therefore the paper might be useful for creators of investment and sustainable development strategy and policy.*

Keywords: *international business, international direct investment, sustainable development.*