

Planned Obsolescence, Innovation, and Sustainability

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Citation: Avrutskaya S.G. Planned Obsolescence, Innovation, and Sustainability, *Kompetentnost' / Competency (Russia)*, 2019, no. 7, pp. 8–16

key words

planned obsolescence, innovation, competition, consumer society, sustainable development, responsible consumption

I investigated the phenomenon of planned obsolescence from the perspective of innovative management and sustainable development. In the article, I showed that this phenomenon creates benefits not only for manufacturers, but also for consumers. However, the modern concept of sustainable development involves a transition to responsible consumption. This will require both legislative restrictions when manufacturers use the principles of planned obsolescence, as well as changes in the behavior of consumers themselves. Currently, it is necessary that responsible consumption (as one of the goals of sustainable development) has been perceived by companies, primarily the largest transnational corporations, and consumers. This requires both legislative measures at the state and supranational level, as well as a lot of educational work on the formation of a new, responsible consumption model among the population.

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