

The Power of Nature Becomes Social Power in the Sustainable Development of the Market Economy

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ABSTRACT: The content of the article aims to clarify the transformation between natural power and social power, in which humans are the mediators of this transformation. The power of nature becomes the power of each individual, but the total power of individuals becomes social power. The power of society becomes the dominant force; individuals become products, and it carries the instinct of a species. The content is approached from human philosophy and social philosophy, at the same time using qualitative methods to analyze, synthesize, compare, and contrast between individual, natural, and social power. In particular, the inversion method clarifies the transformation between natural and social power in the commodity economy. The conclusion affirms: first, human survival is always unified, balanced, and transformed with nature, making the power of nature become the power of humans; second, human life is separated from the natural world, making humans different from other species. The life of other species has the instinct of possession, but human life satisfies the ability, which is creativity; third, human creativity is divided into subjects and products. Products are not only the object of survival but also the power of their fellow species, which is social power; fourth, social power becomes the force that dominates humans, manifested in the life of standards and money; fifth, standards and money dominate human life, manifested in the exploitation and transformation of nature, causing ecological imbalance, environmental pollution, and depletion of natural resources caused by money and different standards.

KEYWORDS: Nature, people, society, standards, money

1. INTRODUCTION

Resource exploitation has become a top concern of countries. Resources play an essential role, are the foundation for commodity production, and affect sustainable development, but unreasonable resource exploitation is unsustainable, depletes resources, and causes ecological imbalance. The expansion of the market economy, especially in the context of limited resources, is facing many significant challenges. Overexploitation and uncontrolled exploitation of resources such as land, water, and minerals pose serious ecological and social risks. Conflicts of interest, ecological imbalance, and resource distribution are increasingly complicated as the population increases, raising many questions about comprehensive solutions in converting natural power into social power, effectively exploiting nature combined with responsible social distribution. Establishing a link between resource exploitation and social values can lay the foundation for the sustainable development of the market economy while addressing global challenges. Promoting harmony between human life and nature will create a sustainable future for humanity.

2. RESEARCH STATUS ON THIS TOPIC

The relationship between natural resources and economic development has become one of the most important research topics globally in recent decades. Climate change, biodiversity loss, and water pollution have prompted the international community, scientists, and leaders to focus on the efficient management and use of resources. This development process needs to clarify the content of transforming natural power into social power that has shaped the relationship between individuals, resources, and the economic system. Challenges such as unsustainable resource exploitation, increasing inequality in resource access, and environmental impacts have raised the urgent need to transform the development model. Therefore, research on the transformation of natural power into social power in sustainable development is not only of theoretical significance but also of high practical significance.

Many studies have shown the close connection between natural resources and sustainable development on a global scale. The United Nations Sustainable Development Goals (UNSDGs) report has affirmed the central role of natural resources in achieving these goals, especially in energy, clean water, and food security. Researchers have focused on clarifying natural resource management to propose community governance models that maximize benefits while avoiding overexploitation of natural resources. The contributions of early scientists have laid the foundation for the theoretical framework of natural resources as a soft power in social

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systems. Other studies have shown the close connection between natural resources and social inequality. Pro-poor community movements in recycling, energy conservation, and wildlife protection have demonstrated the power of social action to change perceptions and lead to significant practical action. Businesses can contribute financially and intellectually to support sustainable development initiatives, and animals can also become drivers of change by raising awareness and advocating for policy changes. In this way, we can build a solid foundation for sustainable development for current and future generations. On the economic front, researchers highlight the dual role of natural resources as essential inputs for production and as a source of risk for future development. The "resource curse," in which resource-rich countries often face economic underdevelopment, concentrated extraction and export of unprocessed resources, corruption, conflict, and ineffective governance, is an example of such risks. According to a report by the Development Strategies Institute (MPI), resource-intensive industries such as mining, agriculture, and fisheries contribute significantly to GDP but have profound negative impacts on the environment and ecology. Policy research focuses on finding solutions to integrate sustainable development goals into economic development strategies. In addition, research on resource use in mountainous and ethnic minority areas clearly shows that unsustainable practices seriously damage livelihoods, lead to social conflicts, and erode traditional cultural values. Although existing research is abundant, many gaps still need to be filled, especially in further exploring the mechanisms that transform natural power into social power. Existing research often focuses only on economic or environmental aspects after fully connecting them to the broader social, cultural, and political context. Empirical data are still needed to evaluate the effectiveness of resource management measures and their social impacts, reducing the effectiveness of policy recommendations. While many studies emphasize the importance of natural resources, few delve into how they can be transformed into social power, especially in a globalized and market economy. An interdisciplinary solution that combines many economic and political factors is necessary for comprehensive social development and the potential of natural resources for sustainable development. Furthermore, efforts should be made to expand the research object to find innovative solutions for the common good.

3. RESEARCH METHOD

The author uses the lens of human and social philosophy to explore the issue of Natural Power becoming social power in the sustainable development of a market economy. Individual life is not simply a balance between the individual and nature but a complex interactive system in which the individual and nature form a unified entity. However, when the individual gradually separates from nature, this balance is broken, turning the power of the individual into a part of the power of society. In addition to the methodology of humanistic philosophy, the author uses qualitative methods to analyze, compare, and contrast theoretical concepts with real life to clarify the transformation of natural power into social power in developing a sustainable market economy. Moreover, by reversing the perspective, the author also points out how nature is transformed into artificial products, and all these products are integrated into the social system. As an artificial product, society becomes a mechanism for managing individual life. It is the object of individual existence and manifests social existence in many forms. In this dynamic, the individual becomes a resource society exploits and uses to meet its needs and goals.

4. DISCUSSION

4.1. Power and the Perfection of Social Power

Individuals produce goods and services at work and in everyday life to meet the needs of society. These products are created by individuals through labor, following the universal production laws. Regardless of how the products are produced, the fundamental law of social movement remains the same: social results will disappear if the causes that created them no longer exist. The formation and development of society originate from material production, creating new needs and the contributions of successive generations. These factors combine closely and interact to form collective, community, and social power. It becomes society's common property, which is society's real power. Collective power is the decisive factor for the existence and development of humanity, both biologically and culturally. This power motivates individuals to be creative, learn, and constantly improve themselves. Therefore, the power of each individual includes biological qualities and the ability to absorb and apply society's achievements. Creativity is one of the most apparent manifestations of personal power. Only with creativity and labor can people progress. Each individual needs to proactively question and evaluate social norms to determine what is reasonable and unreasonable. At the same time, we must encourage diversity and creativity, creating conditions for each person to develop their full potential. To build a fair and developed society, everyone must proactively participate, contribute ideas, and be ready to change. Respecting diversity and creating conditions for everyone to develop together is the responsibility of each individual and society. "Each individual needs to constantly question the rationality and fairness of these norms while encouraging diversity and creativity, creating conditions for each person to develop comprehensively. Everyone can contribute to building a fair society that respects diversity and creates conditions for everyone to develop by actively asking questions and always being ready for change" (Hung et al., 2024, p.4665).

Vitality, creativity, and the ability to benefit from social achievements are the three main components of personal strength. Even weakness can be turned into potential strength if it is exploited and developed through creativity, which is the process by which individuals know how to reverse the power of nature into the power of society. The existence of each individual is a dynamic balance

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between internal and external factors. It is biological balance and balance in social relationships. Challenges from the external environment are the driving force that motivates us to develop and perfect ourselves. Each individual is a process of constant evolution, carrying the message of life and adapting to the environment. Society is the product of each individual's creativity and efforts. Will and conscience are only significant when expressed through specific actions.

Humans have to face the inevitabilities of nature, such as the need for food, water, and air. Food, rest, and healing will appear when the body needs these elements. Love and sharing will become more meaningful when there are people in need of help. For example, swimming skills will become essential when a person is drowning. This shows that human survival and development are always associated with adapting to and overcoming environmental difficulties. "When hungry, thirsty, or sick people appear, eating, drinking, and healing are the requirements of life. Love for the hungry, thirsty, and sick appears. If a person is thirsty and hunger does not appear, drinking and eating are unnecessary; love for the thirsty, hungry, and sick does not exist. If drowning occurs, knowing how to swim is essential" (Quoc et al., 2024, p.866).

The individual seems small but is one with nature; the power of nature is balanced with the power of the individual, and without this balance, each individual cannot survive. The interaction makes the individual and nature transform into each other; it is the process by which the individual perceives, discovers, and overcomes certain limits of survival. The strength of the individual when facing the realities, adversities, deprivations, and contradictions of life between health and illness, between life and death. Each individual has will, perseverance, determination, conscience, compassion, and the spirit of sacrifice. Life always poses challenges, from fundamental survival issues such as temperature, oxygen, drinking water, and food to more complex ethical issues such as the survival of oneself and others, truth and lies, justice and injustice. The power of the individual is the driving force behind human development, but at the same time, it also creates differences and divisions in society. To support individuals, especially those in business, investment, and policy-making, it is necessary to understand the different forms of capital mobilization, among which crowdfunding is a notable option. Therefore, "the outcome assists individuals, such as business practitioners, entrepreneurs, investors, and policymakers, leading in crowdfunding campaigns to understand the nature, especially, the distinctiveness, of the funding from another related financing form" (Gbadebo, A. D., 2024, p.1014).

Although the world is constantly changing and complex, individuals overcome challenges with their inner strength. This strength not only ensures survival and development but also promotes perfection. The nature of human life is to create, differentiate, and contribute to nature and society. It is necessary to be self-aware and creative. Animals live in the natural world outside; humans live in their products. Animals perceive the world to survive, and humans perceive themselves to live in harmony with nature and society. Without awareness, control, and management of themselves and others, life does not allow each other to live, making each other's fellow human beings lose all meaning. Each side needs to be considered comprehensively for different motives. Individuals are not only products of nature but also the result of continuous communication, learning, and innovation. They can transform them into new values if they inherit resources from nature, intelligence, and creativity. The existence of a species is a property that causes its subject to lose ecological balance; other species become objects for existence. However, human existence is a division between subject and product. The product not only allows the subject to exist but also allows others to live. Therefore, "The production and supply of these products create significant economic value. To achieve sustainable development in the commodity economy, these products must meet strict quality, design, and price criteria" (Quoc, N. A., & Van Y, N., 2024, p.776).

Human happiness comes from giving and sharing knowledge, experience, and affection with those around us. That is how we satisfy our need to share and connect with the community. At the same time, people also need to know how to exploit and use resources reasonably and sustainably. Using resources to serve life and teaching the next generation how to use them effectively is the responsibility of each individual to the community and future generations. It is not exploitation but a practical contribution to sustainable development. Society is an equal community where everyone is respected and loved. Each individual has the responsibility to contribute to society, not only materially but also spiritually. Being responsible to society is a measure of each person's value. "Society is unbiased, and it respects and loves everyone. Personally irresponsible becomes socially responsible in terms of standards and money. Being accountable to society is the norm and responsible money" (Quoc et al., 2024, p.4981).

If not careful, "receiving" can become "coercing" in the exchange process. The actual value of a gift lies in its material value and the profound spiritual meaning it brings. Giving does not require any reward, and receiving does not necessarily come with gratitude; it is simply respecting the natural laws of life. Giving is the satisfaction of the need to share, bringing joy and satisfaction to the giver. On the contrary, receiving is the satisfaction of personal needs, which often does not stop and quickly leads to deprivation, even a feeling of being forced. Humans are independent entities that exist in both society and nature. Each person's life is a process of continuous exchange. An individual's strength comes from working, creating, and adapting to the environment. Each person has strengths and weaknesses, and this diversity is a source of strength for the community. Work experience is an essential factor that affects job performance, especially in a changing environment. To achieve success, each person needs to learn and adapt continuously. "Work experience, especially when entering a different environment, is one of the external factors that must be considered to determine work behavior" (Novalia et al., 2024, p.1485). The question "What can each person do, and if so, for whom?" raises profound questions. Many factors influence an individual's abilities, including genetics, environment, education, and opportunity. Although no one can accomplish everything.

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Personal abilities surpass physical strength, including intelligence, emotions, and spirit. The harmonious combination of these factors has helped individuals overcome natural limitations and progress significantly. Comparing individual abilities is often straightforward because each person has values and contributions to society. Respecting differences in occupations and lifestyles and cooperation and exchange are essential for sustainable development. Individual strength is expressed through different forms of labor in the social division of labor and the ability to gather, organize, and establish a harmonious society in development. Individual strength is not static; It develops and is influenced by science, technology, culture, and individual effort. It is a multifaceted concept that includes physical, intellectual, emotional, spiritual, and collaborative strengths. Recognizing one's strengths and understanding the strengths of others can help individuals lead more meaningful lives and positively contribute to their communities.

Personal strengths are evident in productivity dynamics, especially the relationship between work and income. Managers can help businesses create a more friendly and productive work environment for all employees by focusing on improving employees' cultural competence. "Practitioners may aid businesses in creating a more welcoming and productive workplace for all workers by focusing on increasing their cultural competency" (Kobeissi et al., 2024, p.422). When managed effectively, economic power can create abundant resources for social development instead of indiscriminate exploitation of natural resources. However, this resource is not limited to money; it includes other resources such as knowledge, skills, and social relationships. Money is central to a market economy and measures the value of goods, services, and labor. The amount of money an individual or a country has will directly affect the quality of life and the ability to consume. Even abstract concepts such as reputation, honor, and even crime can be valued in terms of money, although this valuation is controversial. "Money plays a central role in measuring the value of goods and services, including labor. The amount of money available directly affects the standard of living and the consumption capacity of individuals and nations. Even abstract concepts such as prestige, honor, and even crime can be valued in terms of money" (Quoc et al., 2024, p.973). The unity of economic and political power becomes social power.

Social power directly affects the formation of each individual's lifestyle, thereby forming social norms. Society is a product of the historical development of humanity but becomes the subject that governs individual life. Society uses, promotes, or exploits each individual in the division of social labor. The division of functions, tasks, and job positions ensures the existence and development of society. However, the difference in the division of social labor becomes the difference in income, living standards, and enjoyment, leading to differences between people. Social life is divided, causing discrimination between people. The relationship between workers and employers is increasingly complicated in modern society, although science, technology, and engineering have changed the production process, created jobs, and reduced manual labor. However, problems in life still exist and intertwine, such as truth and lies, good and evil, justice and injustice, in the social division of people. Building a socio-economic system where everyone can develop and contribute to the market economy requires cooperation between states, enterprises, and civil society organizations.

Each individual has an important role in society. Production labor creates material wealth, maintaining the operation of society. At the same time, people who do not directly participate in production, such as the elderly, children, and the sick, also play an essential role and need to be cared for and supported. The relationship between production, management, service, and consumption is a mutual system; each component depends on and complements each other. Division of labor helps society develop sustainably. Workers produce goods and services, creating material value for society.

Meanwhile, service workers and others contribute through consumption, child-rearing, and social participation. Service providers and policymakers should prioritize investment in high-quality green spaces. This improves people's quality of life, protects the environment, and promotes sustainable economic development. "Service providers and policymakers must provide the provision of high-quality green space to enhance customer satisfaction, promote health and well-being, and protect the environment" (Muzakir et al., 2024, p.3993).

4.2. Possession of social power

Social power is the result of civilization, depending on the ability and needs that each individual satisfies. Each individual satisfies society with his ability; he allows the monkey to develop, which is also a contribution to the development of society. However, when each individual satisfies the needs of society, he owns society to exist. He becomes a product of society, turning him into an instinct that society uses for different things. However, the social ownership of individuals makes society scarce and turns individuals into different monopolies. This monopoly is one of the forms of corruption in social power. The corruption of social power, turning social power into a tool to serve individual needs that are not due to ability, leads to coercion, suffering, injustice, and lies in social life. Having the ability without need is unhappiness. Having need without ability is impotence. Powerlessness and misery but showing strength and happiness is a false illusion.

Human life is the ability and need of each other; that is freedom. Ability and need are not unified in the transaction; exchange is forced. Initially, communication between people is direct, so it is voluntary. However, as products diversify, the population becomes more meaningful, and the process of exchange and purchase becomes more complicated. Often, the exchange is no longer appropriate. The unity of ability and need leads to inequality, forcing each other to live. Although sometimes the exchange for survival seems humane, these transactions contain the seeds and potential power. Those who accumulate more "goods" gradually

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gain more significant influence. Over time, economic and political power has become a tool for some individuals to manipulate and exploit others. Illegal acts such as theft, burglary, and even murder are on the rise as material greed prevails. At the same time, more sophisticated tricks, such as exploiting the law for personal gain, have also emerged. Although legal regulations are enacted to prevent these acts, corruption and manipulation have rendered the law powerless. When power is concentrated in the hands of a few, society becomes unjust and unequal. The wealthy can easily influence decisions and manipulate the law to protect their group interests, while the working people are often disadvantaged. The widening gap between the rich and the poor has led to many social conflicts and undermined the country's stability. When money becomes the sole measure of value, social relations are dominated by money. People compete fiercely for survival, leading to distrust, division, and conflict. The unfair distribution of income and wealth and ineffective monetary management have increased social instability and hindered sustainable development. Therefore, "when we do not protect each other, we force each other's lives with money, truth, and falsehood, good and evil, and justice and injustice appear. The contradiction in social life due to uncontrolled money regulation and unfair distribution is the cause of unsustainable social development" (Quoc et al., 2024, p.4078).

In a commodity economy, the problem is to limit the concentration of power, have transparent and open policies in management, and ensure equal opportunities for everyone. When property is no longer a means of living and becomes an end in itself, its intrinsic value will decrease. Life possibilities and needs become more diverse, and creativity continues to emerge. The rich seek prestige and respect, while those with social status consolidate their status, causing social polarization to continue. In society, relationships often have an exchange function: individuals with resources can buy services such as consulting, advice, or religious protection. However, service providers can use their influence for personal gain, sometimes including clergy and civil servants, which creates social injustice. When social power is concentrated in the hands of a few, oppression and injustice will occur. Corruption and bribery are the consequences of injustice. Society must actively prevent the concentration of power and promote transparency in management and equal opportunities in employment. At the same time, a sense of community, sharing, and mutual support must be promoted.

Historically, religious and state organizations have been considered independent entities serving noble purposes. However, on closer examination, we see that organizations operating for economic or political purposes, whether clergy or civil servants derive income from their positions. Initially, living communities may have voluntary or compulsory support for religious and political activities. Over time, as society develops, agencies become professionalized, developing into complex systems requiring stable financial resources. Complex relationships are maintained in a market economy through exchanging and selling goods. Each individual needs a job or a profession to earn money; Clergy may receive donations. However, different positions should have privileges that can lead to abuse and corruption when power and position are used for personal gain. Such individual actions discredit the species and perpetuate injustice. People of faith engage in religious oversight; citizens oversee the state to ensure that all affairs are managed openly, transparently, and efficiently. Therefore, accountability and ethical practices are needed within each species to prevent abuse of power by individuals.

Money is a medium of exchange and an object of accumulation, guiding economic development. Laws are not always fair; they protect the interests of one group but not the interests of the rest of society, so laws are manipulated to benefit particular groups. Money and laws govern interest groups, so they must be distributed and resolved fairly. This is an important game, and increasing citizen participation in monitoring state activities is essential. The modern state is not just a mechanism for creating jobs and income for public servants; it plays an essential role in managing society, protecting citizens' rights, and promoting economic growth, but the excessive concentration of state power in the hands of a small group increases the risk of corruption and injustice. In societies where opportunities for wealth are more widespread, government jobs may lose their appeal, leading to low productivity and, in some cases, government corruption. Similarly, some people may exploit religion for personal gain when clergy become wealthy and religiously influential.

Building a just society where everyone has equal development opportunities is an essential goal of a market economy. The state must strengthen supervision and control to prevent corruption, and religious organizations are responsible for guiding spiritual values. Close coordination between the state and religion is an important factor in ensuring the sustainable development of society. To achieve this goal, society must build an effective, transparent, and fair management system that serves the common good. Eliminating counterfeit goods, commercial fraud and poor-quality labor is urgent to ensure fair competition and protect consumer rights. Enterprises need to constantly improve the quality of products and services to create added value, meeting customers' increasing needs. Production and business techniques must always follow consumer tastes to build trust and satisfaction. "Companies can choose various strategies to have more value than their competitors, such as improving after-sales service and providing guarantees on product quality. They must follow consumers' needs consumers so that they feel confident that what is obtained is as expected" (Budiarto et al., 2024, p.2602). At the same time, improving the quality of human resources is also an essential factor in promoting economic development. Each member of society needs to balance personal interests and community responsibilities. We need to build a society where material and spiritual values are in harmony and everyone has the opportunity to contribute to common development. Each community, family, religion, and workplace must have common rules and standards to ensure stability and sustainable development. "People exist in various social groups, such as families, religions, communities, and

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workplaces. In social and ethical life, it is necessary to balance all members' material and spiritual needs and their contributions to the community. Each group has its own rules and standards" (Giau et al., 2024, p.9245). Social institutions, including the state and religion, need mechanisms to promote transparency and efficiency.

Accurate, direct interpersonal communication is essential for the development and cohesion of society, but as communication becomes more widespread, money and social norms become measures of power and value. Money and power are different beyond exchange. However, power and money are exchanged, so an individual's success is expected to be judged based on wealth and social status. Although economic thinking encourages and motivates some people to seek wealth and fame at all costs, this leads to social injustice. When one person becomes rich, another becomes poor because, in the short term, society's assets are considered immutable. The rich often have more power and respect, while the poor are discriminated against and have fewer opportunities for advancement. In a commodity economy, society must reconsider the role of money and its standards. As a means of survival, they become an object of control, exploitation, and promotion of the human element. A new value system must be established to evaluate individuals based on their character, abilities, and societal contributions. Although money is an indispensable medium of exchange and facilitates the circulation of goods, it has increasingly become a symbol of value and power in modern society.

Individuals with large amounts of wealth can influence decisions and shape society. However, the concentration of economic power in the hands of a few often leads to deep inequality, corruption, and illegal activities. When money becomes the primary goal, moral values and healthy lifestyles risk being lost; however, it is undeniable that money plays an important role in organizing the production and distribution of goods and promoting exchange. Therefore, society needs to build a system of norms to encourage solidarity, cooperation, and healthy competition, in which money is just a tool to achieve higher goals. It is necessary to acknowledge that businesses operate in a complex socio-economic environment influenced by many factors, including social norms and market signals. These factors play an essential role in ensuring the sustainable development of businesses. "Acknowledging that businesses operate within intricate socio-economic landscapes, it is evident that factors such as social norms and market orientation are assumed to impact sustainable performance" (Chandra et al., 2024, p.3867).

In a commodity economy, individuals must balance their interests with the community's interests, which requires a change in the perception of the value of money and life. The issue is limiting excessive wealth accumulation while encouraging sharing and cooperation. In addition, it is necessary to reconsider the state's role in implementing economic development policies, ensuring that all economic sectors can access resources and develop enterprises. Power, influence, and the pursuit of job positions are closely linked to the "right to life," but the right to life is not completely equal and is often even unfair due to the private ownership system. However, it also depends on factors such as each historical period's political, economic, and social regimes. Over time, power has appeared in many forms, from the power of enslavers and landlords to the power of the bourgeoisie and the working class. Private ownership has created diversity and complexity in occupations and social status, but it is the opportunity and motivation for individuals to have the conditions to develop their talents. However, social power has a significant impact on the career, status, and success of individuals. Social power is outside the individual but is internalized, shaping the thinking and lifestyle of each person in that society. Usually, each individual becomes a "slave" of the entire social system, bound by rules, laws, and norms. However, "The standard of using different people to survive and maintain humanity has a specific historical nature" (Quoc, N. A. ., Chien, D. V. ., Dinh, P. T. ., Toan, D. X. ., Chung, T. T. T. ., & Nghi, L. V., 2024, p.1656). Dependence on money, power, and social structures can erode individual freedom. In a market economy, finding a balance of interests is essential. It requires the entire society to change its perception of power and the role of individuals in society. Each individual contributes to building a culture where power is distributed fairly, everyone can develop, and no one is left behind.

4.3. The power of law, money, and scientific knowledge

When culture, morality, law, and scientific knowledge become widespread, society will enter a new stage of development. All of these factors play an essential role in this process. However, regardless of the form, the state's primary goal is to perform monopoly functions. One of the outstanding characteristics of the state is the monopoly of enacting laws and issuing money in a commodity economy. However, this monopoly power is easily abused to protect the interests of certain groups, causing social injustice and hindering sustainable development. To overcome this situation, it is necessary to promote close cooperation between local authorities and businesses to maximize tourism potential and promote sustainable economic growth. Therefore, "fostering collaborations between local authorities and businesses to optimize tourism potential and drive sustainable economic growth" (Atasheva et al., 2024, p. 3931). Money is a means of exchange, buying and selling, and daily transactions, so it directly affects the lifestyle and thinking of each individual when using money.

However, the state's power lies not only in controlling currency but also in the approval of the people and the ability to meet social needs. The function of the state exists in many different forms, such as domination, management, and service, to ensure the effective use of currency and state-monopolized products. Tax collection, budget spending, and policy implementation are public and transparent. At the same time, the state must create favorable conditions for businesses to develop and ensure workers' good quality of life. Suppose taxes finance the salaries of civil servants. In that case, state power depends on the contributions of the people and businesses, which encourages the state to serve the interests of the people rather than those of a specific group. A well-developed

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economy depends a lot on the state's monetary policy. "The state needs an effective monetary policy to attract people's income. One of the essential functions of the state is to redistribute resources. The state can use tools such as adjusting interest rates and buying and selling government bonds to influence the supply and demand of money, thereby stabilizing the economy and reducing inequality" (Van Y, N., Giau, H. V., & Quoc, N. A., 2024, p.1878). Inappropriate monetary policy can lead to inflation or deflation, eroding people's confidence in the value of money.

Many underdeveloped regimes throughout history have resulted from poor economic policies and governance. Fluctuations in the value of currencies reflect changes in the state's management capacity. When money loses value, changing governments is not the fundamental solution; applying economic policies appropriate to the situation is more important. However, the power of the state is not limited to monetary policy.

In modern societies, scientific knowledge plays an increasingly important role. The state needs to encourage and guide scientific research and the application of technology to economic development. The potential of these technologies for the economy is still being explored and expanded. The advancement of science and technology heralds a future with a better quality of life for people and the planet. "The potential advantages that these technologies offer to economies are still being developed with new information; what is clear is that their advancement portends progress and a better quality of life for humans and the planet" (Thirakulwanich, A., 2024, p. 2436). Social power is a product of history, but when power is too concentrated in the hands of the state, there is a risk of bureaucracy, corruption, and stifling social creativity.

A sustainable civil society, with the active participation and cooperation of different species, is essential for sustainable development. Although there are differences in life between individuals, there is not always a consensus on lifestyle; they have in common the attraction of the economic power of that country. Different species and businesses are increasingly less dependent on the state, seeking to create competitive advantages. Scientific knowledge is now the decisive factor in the success or failure of businesses. While the state focuses on issuing and managing currency, businesses invest in scientific research, apply it to production, develop products, create jobs, and transfer power from the state to the private sector. Companies distribute wealth to employees based on their productivity, work efficiency, and contribution, encouraging employees to improve their qualifications and skills. In this context, knowledge and skills have become the most valuable assets. The development of science and technology opens up new opportunities for each individual. Those who adapt creatively and flexibly are more likely to succeed, which creates new challenges, such as inequality in knowledge and income. If money used to be a measure of state power, today, scientific knowledge has become the most necessary resource for businesses. As knowledge becomes more widespread and accessible, the power of companies no longer lies in the monopoly of knowledge but in the ability to effectively apply that knowledge in practice.

In the future, when scientific knowledge becomes the common property of humanity, workers will have more opportunities to develop themselves and make positive contributions to society. However, this also poses new challenges, such as growing inequality in income and employment opportunities. To sustain economic growth and create jobs, businesses must continuously innovate and meet social needs while protecting the environment. Therefore, technology platforms play an essential role in shaping the future of smart cities and moving towards a sustainable society that meets the needs of all. "Consequently, platforms play a crucial role in shaping the future-oriented nature of Smart cities in response to societal needs" (Wahyuddin et al., 2024, p.3725). The way individuals live and work, as well as political and economic power, will also change. In the future, a country's success will not only be measured by its military and economic strength but also by its level of scientific and technological development and the quality of life of its people. Sophistication and honesty are essential to becoming a talented professional. However, focusing only on sophistication without sincerity can lead to dishonest behavior, while being too direct without tact can hurt others.

People should not judge others based on traditional and rigid moral standards in modern society. Diversity of views and behaviors is expected and must be respected. Those who stubbornly cling to outdated concepts may be isolated and have difficulty integrating into society. True power comes from understanding oneself and the world around us. People with sufficient knowledge and skills can live and work freely without being bound by rigid regulations. Mental and emotional health will become increasingly important in the future. People will need the support of psychologists to help those who have difficulty adapting to social changes. The development of society requires each individual to have a more open and tolerant view of individual differences. At the same time, each individual must continuously learn and improve their knowledge to keep up with the changes of the times.

4.4. Effective use of social power to achieve Sustainable Development Goals in a commodity economy

Social power is needed to orient and promote sustainable development activities in a modern commodity economy. This social power includes political power, economic power, influence of knowledge, community, non-governmental organizations, and coordination among all social components. The government must issue clear, detailed regulations to regulate business activities and encourage enterprises to apply environmentally friendly solutions. A practical and sustainable development policy requires mandatory standards and regulations for all production, consumption, and waste treatment activities. The government can encourage enterprises to invest in energy-saving, recycling, and efficient waste treatment technologies. Human activities related to energy, transportation, construction, and industry, especially oil and gas, are the leading causes of climate change. Therefore, "human activity and initiatives related to energy, transportation, building, and oil are the primary causes of the climate change" (Qanah et al.,

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2024, p.3668). Government regulations help minimize negative environmental impacts while encouraging companies to seek efficient and environmentally friendly production methods.

In addition to being clear, sustainable development policies must be transparent and easy to understand and allow people and social organizations to participate in monitoring implementation. When government policies are publicly transparent, businesses, social organizations, and people can easily check and monitor them, limiting law violations and taking advantage of legal loopholes. Strict law enforcement will build a strong civil society and promote sustainable economic and political development. Policies need to be flexible and highly adaptable to respond quickly to changes in practice. In formulating and adjusting policies, special attention should be paid to analyzing influencing factors, including environmental, social, economic, infrastructure, institutional, technological factors, and current legal regulations. "Emphasizing key success variables is also crucial in formulating policies and management strategies, considering environmental, social, economic, infrastructure, institutional, conservation, technological, and regulatory aspects" (Efani et al., 2024, p. 3833).

They are developing flexible legal regulations to encourage business compliance while facilitating businesses to adapt to market fluctuations, contributing to economic stability and sustainable development. Science and technology are essential factors promoting the development of sustainable social power in a commodity economy. The power of scientific knowledge is demonstrated in the invention, innovation, technological improvement, education, and training of people to solve environmental, energy, and resource problems. Science and technology are increasingly essential for sustainable development in a global economy facing pollution, climate change, and resource depletion. Modern manufacturing companies use automation in production and information technology in management. In addition to improving educational and production processes, knowledge plays an essential role in training and education, helping science penetrate deeper into public life and raising awareness of environmental protection and sustainable social development.

Public education campaigns, through media programs or training courses, help change behavior, encourage the use of environmentally friendly products, and promote participation in conservation activities. In addition, knowledge and technology create new business models prioritizing long-term sustainability over short-term profits. When businesses apply scientific and technological knowledge, they improve economic performance and contribute to the sustainable development of society and the environment. Diversity is essential to promoting sustainable social power, mainly through the ability to influence lifestyles and exert pressure through social norms for species to survive. Non-governmental organizations (NGOs), diversity groups, and local community groups can bring about meaningful change by informing, raising awareness, and mobilizing people and businesses to participate in environmental and social protection activities. Diversity demonstrates power by encouraging consumers to choose environmentally friendly products and services. As consumer behavior shifts toward environmentally friendly options, businesses must keep up with this trend to remain competitive; this is a clear example of how social power can effectively promote sustainable development. Social empowerment is essential to promoting sustainable development in a commodity economy. "Capitalistic development destroys the environment, as well as the cultures within, and alters the economic structure. "Capitalistic development destroys the environment and the cultures within and alters the economic structure" (Karmilah et al., 2024, p.2524). However, social power, including community engagement and social organization, acts as a complementary force, promoting behavioral change and raising awareness of the importance of protecting natural resources and ensuring sustainability.

Large companies can lead the way in implementing environmental protection initiatives with their financial strength and abundant resources. Social power lies in monitoring and incentivizing, creating changes in consumer behavior, and motivating businesses to change toward more sustainable development. When people and communities come together to pressure companies to adopt environmentally friendly practices, they inspire businesses to change and push governments to enact more sustainable policies. Community movements, especially those targeting low-income people in recycling, energy saving, and wildlife protection, have demonstrated the power of communities to change perceptions and behaviors. Businesses can positively contribute to sustainable development by financially and intellectually supporting environmental protection initiatives and advocating for new policies. Integrating environmental and social factors into business strategies helps businesses build a good image and ensure sustainable development in the future. This study contributes to enriching the discussion on the role of social and environmental responsibility in business operations. Therefore, "sustainable business practices continue to evolve, and this study contributes to the ongoing dialogue on integrating social and environmental responsibility into organizational strategies" (Rahmayanti et al., 2024, p. 3630).

5. CONCLUSION

Through discussing the above contents, I draw the following conclusions:

First, human survival is always unified and balanced with nature. If humans do not have enough strength to survive, nature will not allow humans to live. The strength of nature becomes the strength of humans.

Second, human life is separated from the natural world, making humans different from other species. Species live in the tangible natural world by satisfying their needs. Therefore, the life of species has the instinct of possession. Human life satisfies the ability of creativity.

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Third, human creativity is divided into subject and product. The product not only allows the subject to survive but also allows others to live. The product is not only the object of survival but also the strength of the same species, which is social strength.

Fourth, the strength of society becomes the force that dominates humans, manifested in the life of standards and money. Human life is shaped and controlled by standards and money. Different standards and money divide human life into different species; the remaining lives of the species are slaves to standards and money. Fifth, standards and money control human life, manifested in the exploitation and transformation of nature, causing ecological imbalance, environmental pollution, and depletion of natural resources caused by money and different standards.

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