

## The Use of the Matrix Model of Sustainable Development (MSD) in the Production Sector

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The paper deals with the practical use of matrix model of sustainable development, the MSD (Matrix of Sustainable Development) in Industrial Management and an introduction to possible problems in implementation. The method is based on expert evaluation, the output of the relational matrix are values of importance, resp. the overview of the priorities of the problem, i.e. the individual social requirements and the factors of quality products. The implementation of the MSD model contributes to the holistic understanding of the product's life cycle. The results reveal the model on the one hand in it is the real importance, and, on the other hand, the possible shortcomings of some hitherto unknown factors. The benefit is also involved in research in the field of quality management and a focus on customer requirements.

**Key words:** sustainable development, relational matrix, social requirements, quality factors, expert.

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