



Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysuru, India

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A Look on Sustainable Socially Responsible HRM

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Abstract

In the paper sustainable HR Practices adopted by companies are discussed. Entire world is facing the challenge of ethics issues. Every company / organization has come up with new policy, programs, initiatives to promote, protect and preserve organization Brand name. Which directly help for development of sustainable HR Practices. The secondary data is used in preparing the paper. The study is confined only to socially responsible HRM. Impact of sustainability on the organization. the major socially responsible actives are discussed in the paper which has positive impact on Building the Brand name.

Keywords: *Ethics, Sustainability, Employee Engagement, Training and Development, Recruitment and Selection.*

In Human Resources, sustainability refers to establishing and preserving a safe and healthy work environment for staff members while guaranteeing long-term success and profitability. HR may contribute to the creation of a long-lasting environment that benefits the company and its employees by giving certain procedures and initiatives top priority.

As a component of a long-term system, sustainable HRM is the acceptance of practices that enable an organization to achieve its goals financial, social, and environmental while managing unintentional side effects. The concept originated with ecological maintainability, which is the duty to moderate regular resources to support the health and prosperity of the planet and all its animal inhabitants, both now and in the future. Acceptability denotes the capacity to address current problems without sacrificing the ability of future generations to address them

Sustainable HRM into four categories:

- 1) Socially Responsible HRM,
- 2) Green HRM,
- 3) Triple Bottom Line HRM,
- 4) Common Good HRM.

HR takes the lead in promoting a sustainable culture by setting up workshops, training sessions, and awareness initiatives. These programs encourage employees to actively participate in projects both inside and outside the office, in addition to educating them on sustainability principles.

Enhanced Workplace Culture and Retention: Positive workplace cultures are a key factor in employee retention, and they are facilitated by sustainable HR practices. People are more likely to be engaged when they believe their company is concerned about the environment and their well-being. Type one covers work-life balance, health and safety, and socially conscious HRM practices like diversity management, training, and development.

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These practices include a variety of exercises, such as reducing the amount of paper used, improving energy efficiency, implementing flexible work schedules and working from home to reduce the consequences of fossil fuels, and fostering an ecologically conscious culture among representatives. Organizations can reduce their biological impact while simultaneously increasing representational commitment and functional effectiveness by incorporating natural contemplations into HR procedures.

Literature Review

Christos Papademetriou et.al, (2023), the paper is based on sustainable Human Resource Management (HRM) practices on customer satisfaction, service quality, and institutional performance in inner-city hotel businesses. It is an empirical paper author after examining he found that there is appositve impact of sustainable Human Resource Management (HRM) practices on customer satisfaction.

Christ, K. et.al (2023), in this paper the author discusses about the sustainability management accounting SMA. It is a conceptual paper. The challenge of sustainability management accounting SMA need to be addressed from micro level then only the results will be happening in the macro level. The transformation is possible only with the help of time management, proactivity and multiplicity etc.

Campos-García et.al (2023), the paper focus on human resource management and association of sustainability. They discuss about the 2030 agenda related to sustainability. HRM a model must focus on mental health, gender equality, collaboration towards climate action and responsible production and consumption and more emphasis on regarding the social sustainability of organizations.

Abdullah Emre Caglar et.al (2024), in this paper author has taken European Union economies and sustainability management. How it has trying to improve the quality over the period. In the name of economic growth, trade openness, and competitiveness the sustainability is not given much importance. The EU, which has 2030 and 2050 targets, can eliminate the disadvantages of competitiveness by expanding the environmental quality enhancing feature of renewable energy and human capital.

Van Boven et.al (2024), in this paper the author has discussed about the impact of technology on environment. The technology is giving more comfort and fast life but it is effecting very badly the environment, greenhouse polluted gas and entire environment is been destroyed. To avoid this policymaker and private industry must shape the development and adoption of sustainably technologies.

Portia Oduro et.al (2024), the author in this paper has taken maritime industry its global emissions, faces unique challenges and opportunities. The policy makers must focus on international conventions, regional regulations and emerging trends to Fostering international cooperation, promoting renewable energy investment, and enhancing regulatory clarity and enforcement mechanisms.

Peter Simpa et.al (2024), in the paper liquefied natural gas is discuss The LNG value chain comprises several stages, including natural gas extraction, liquefaction, transportation, regasification, and distribution. Which are been destroyed in the name of development. The clear transition must take place by protecting the natural resources. Then only development is possible.

Problem Statement

Before Adopting any of the method, ideas, concept and program organization do analyses how it impacts on the development of organization. So here the positive side of socially responsible HRM is discussed.

Objective Of the Study

To understand the impact of sustainability on HRM.

To list out activities of socially responsible HRM.

Research Methods

The need of the study was to identify sustainability the connection with socially responsible. The qualitative method was used in the paper.

Research Design

The research design used in the paper is descriptive method. Descriptive research accurately and systematically describes the characteristics or behaviour of an observed phenomenon or a particular population.

Source of Data

Data was collected from secondary sources. The secondary data was extracted from different Journals, publishers and websites.

Adoption Of Socially Responsible HRM

Ethical Recruitment and Selection

- Encourage diversity and inclusivity.
- Ensure equity in the hiring process.
- Utilize impartial assessment tools.

Employee Well-being

- Offer assistance programs for mental health and wellness.
- Maintain work-life balance through adaptable work schedules.
- Advocate for a secure and wholesome work environment.

Training and Development • Provide avenues for ongoing education.

Concentrate on skill enhancement that aligns with sustainable practices

Foster leadership growth with an emphasis on social accountability.

Fair Compensation and Benefits

Enforce fair payment structures.

Offer benefits that cater to employee requirements, such as parental leave and healthcare.

Consider living wage initiatives.

Employee Engagement and Involvement

Cultivate a culture of open correspondence and criticism.

Include representatives in dynamic cycles, especially with respect to social drives.

Empower volunteerism and local area commitment.

Sustainability Practices

Advance eco-accommodating practices inside the work environment.

Support drives for lessening carbon impressions, like remote work choices.

Join forces with associations that focus on manageability.

Corporate Social Responsibility (CSR) Integration

Adjust HR methodologies to more extensive CSR objectives.

Report on friendly and ecological effects close by monetary execution.

Connect with workers in CSR drives.

Monitoring and Evaluation

Routinely evaluate the effect of HR rehearses on friendly obligation objectives.

Use measurements to follow variety, representative fulfillment, and local area influence.

Adjust approaches considering criticism and execution results.

Conclusion

The concept of sustainable human resource management become more popular in the organization, today almost every organization have started adoption of sustainable human resource management.

Most of the time image of the any organization is built with the adoption of socially responsible activities and policies makes organization successful. The field of HR turns out to be increasingly adaptable and testing step by step. Numerous new innovations, development and creation are embraced to improve the HRM. At last movements of every sort are straightforwardly or in a

roundabout way connected with security of socially responsible climate. Adoption of socially responsible human resource management will make organization a super successful Brand name in the market.

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