



**A STUDY ON THE ROLE OF HR IN BUSINESS SUSTAINABILITY WITH SPECIAL
REFERENCE TO IT SECTOR**

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ABSTRACT

Considering the complexity in the business environment, changing public perception, globally accepted practice and the most important long-term stability, implementing sustainable business is a journey for every organization today. Human resources play a critical role in setting up such business by implementing sustainable business practices especially in IT sector. Organizations are becoming increasingly aware of the benefits of sustainability both to society and their own. Sustainability programs make good business sense and help to maintain our environment. To effectively execute sustainability initiatives requires breadth and depth of connection within the corporation and the ability to affect the right levels. HR is well positioned to step into such a role.

This study was conducted to evaluate the role of human resources in business sustainability, where convenient data are collected from direct interviews from large scale IT companies and secondary data are collected from newspapers, journals, magazines. using convenient sampling techniques and descriptive analysis is used in this study with a sample size of 100 respondents from different IT related companies. The result of the study shows the important role of HR in business sustainability.

Key words: Sustainability, sustainable business. Sustainable HRM, sustainable development, sustainable work

INTRODUCTION

Sustainability has become a critical issue for business today. In essence, sustainability is concerned with meeting the needs of society without compromising the needs of future generations. Business strategies from sustainability perspective are prepared in a way that not only concentrates on short-term obligation but to sustain over long run as well. In business point of view sustainability not only focuses on financial profits but also considers social environment and economic impacts while making business decisions and here human resources have a key role to play. There are various roles of HR must perform in sustainability, So HR should work at developing sustainable systems and processes which often results at developing talent that can deal with present and future sustainability challenges facing organizations and adopt a holistic and integrated approach to meeting the same. The study is conducted to examine the role of human resources in business sustainability

STATEMENT OF THE PROBLEM

The purpose of the study is to determine the critical roles played by human resources in business sustainability with special reference to IT and e-commerce industries. I examined in this paper how important the functions

performed by human resources are in leading to sustainability and does it often result in meeting the long-term stability of business

CONCEPT OF SUSTAINABILITY

The term sustainability can be used in different aspects which is concerned with meeting the needs of the people today without compromising the ability of future generations to meet their own needs. Sustainable development was first institutionalized with the Rio process initiated at the 1992 Earth Summit in Rio De Janeiro. In 2015 the United Nations General Assembly adopted the Sustainable Development Goals (2015 to 2030).and explained how the goals are integrated and indivisible to achieve sustainable development at the global level. The UNGA’s 17 goals address the global challenges, including No poverty , zero hunger, good health and well-being, quality education, gender equality , clean water and satiation , affordable and clean energy, decent work and economic growth , industry innovation and infrastructure , reduced inequalities, sustainable cities and communities, responsible consumption and production ,climate action, life below water, life on land, peace justice and strong institutions, partnership for the goal.

LITERATURE REVIEW

CONSTRUCT	DEFINITION	INDICATORS	AUTHOR AND YEAR
Business sustainability	The management of environmental social and financial concerns by a company to ensure responsibility, ethical and ongoing success.	Socially responsible investing, sustainable innovation and technology, environmental management	Elkington 1997

Sustainable HRM	Involves integrating environmentally and socially sustainable practice into HR processes.	Employee engagement and well-being, flexible work arrangement, ethical recruitment practices.	Renwick, Maguire 2013
Sustainable work system	Refers to a set of practices and structures that promote long term environmental, social, and economic viability within an Organization	Employee health and safety, work- life balance, technology and digitalization	Jackson and Rudolph 1999
Sustainable development	Meeting the needs of the present without compromising the ability of future generations to meet their own needs	Renewable energy and practices, economic sustainability, environmental sustainability	The united nation Brundtland commission 1987
Sustainable organization	From the perspective of organization sustainability is the capability of an organization to transparently manage it responsibilities and reinforce these responsibilities for environmental and social well-being.	Performance measurement and reporting innovation for sustainability, supply chain sustainability	Dr. Bob Pojasek 2012
Environmental sustainability	Focus on maintaining the health and diversity of the natural environment over the long term	Biodiversity conservation, renewable energy, ecosystem service and restoration	Lester Brown 1987

Business strategies	Business strategies refer to the plans and actions a company undertakes to achieve its goal and objectives.	Competitive strategy, innovation and technology strategy, adaptive and dynamic strategies	Michael Porter 1980
Business growth	Referring to the expansion of a company's operation, revenue, and market presence over time	Market expansion strategy, responsible growth, innovation and product development	Peter Drucker 1985
Cautious adopters	Cautious adopters are those who are not among the first to adopt a new idea or technology but are open to it after a majority has already adopted it.	Risk management strategy, policy and regulatory influences	Everett Rogers 1962

STUDY

- Studying HR function contributes to greater business sustainability
- To find out the role of HR in advancing sustainability with special reference to IT sector firms
- To know the threats and obstacles faced by HR with
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regards to sustainability initiatives.

- To list out the tools and strategies HR uses in embedding sustainability in IT business practices.
- To study the key drivers investing sustainability in IT business practices

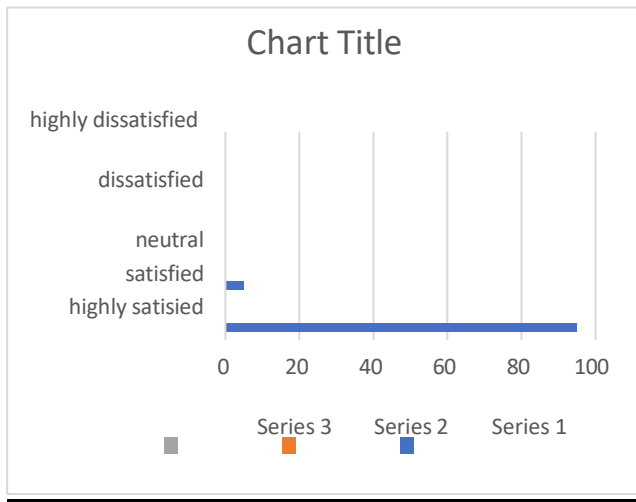
RESEARCH DESIGN	BASIC RESEARCH
Geographical framework	Kerala, IT companies
Data collection	Primary data and secondary data
Population of the study	5 companies

Primary data	Collected directly from human resources of IT companies
Secondary data	Reports from magazines, newspapers, journals, internet
Sample design	Convenient sampling
Sample size	100
Statistical tools	Simple percentage method

DATA ANALYSIS, INTEPRETATION AND FINDINGS

1. Does functions like measuring and reporting, performance evaluation, training and developments etc. of HR have relationship towards business sustainability.?

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
95%	5%	0	0	0



Interpretation: - Functions like measuring and reporting, performance evaluation, training and development play a major role. 95 %

are highly satisfied with the opinion and 5% of the respondents are satisfied.

2. Obstacles faced by HRM with regards to sustainability initiatives.

PRACTICES	YES/ NO
Training and development	Yes
Resistance to change	Yes
Resource constraints	Yes
Lack of awareness and IT updations	Yes

Interpretation: - All practices mentioned are obstacles faced by HRM with regards to sustainability initiatives.

activities.

Key roles played by HR to promote business practices.

- Creator: -HR helps in creating a culture that encourages the employees to value and engage in sustainability-related

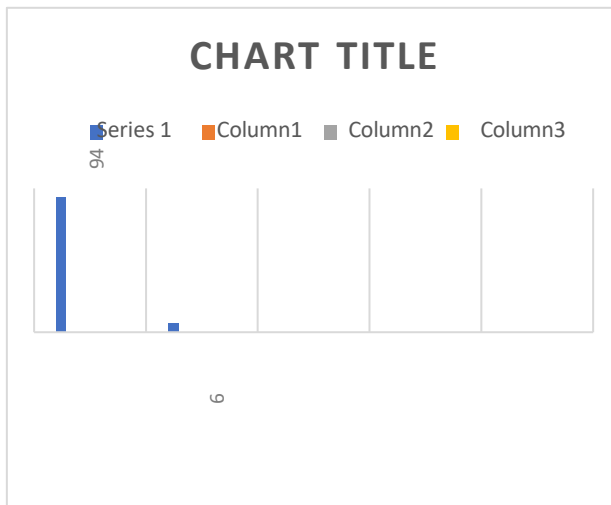
- Facilitator: - Facilitate the development of sustainable vision and mission incorporating the sustainability agenda in core values
- Manager: - Manage the organization’s expectations on improving employee engagement and motivation as also simultaneously managing

the individual employees' career expectations

at all levels of organization, thus enabling customer satisfaction and business growth.

- Enabler: - enable sustainable business practices to be present

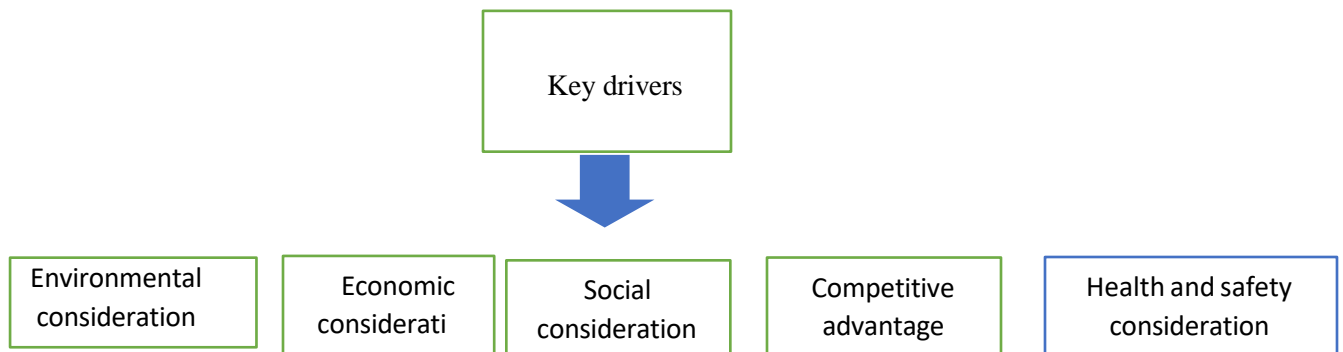
2. Table showing relationship between feedback system and business sustainability



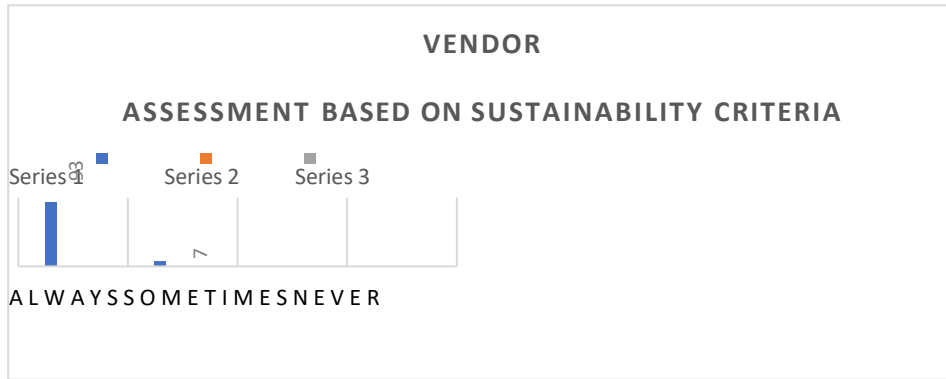
Interpretation: - The diagram shows that feedback has a major role in business sustainability around 96%

respondents says feedback has a major role and remaining 6% says feedback doesn't have a major role.

3. Diagram showing the key drivers investing sustainability in business practices



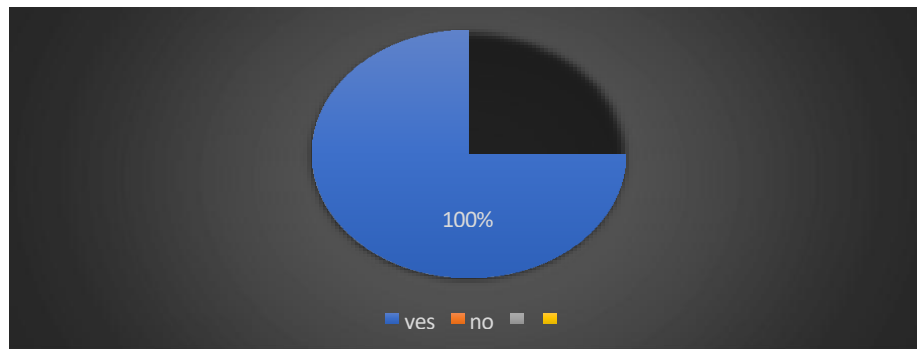
4. Does vendor assessments are based on sustainability criteria



Interpretation: - 93% of the respondents say that there is vendor assessment that is done through on sustainability criteria always.

And 7% of the respondents say vendor assessment is done based on sustainability sometimes.

5. Does performance management results in achievements of sustainability targets



Interpretation: 100% of the respondents say that there is a significant relationship between performance management and business sustainability.

the company is retained to work in with sustainable business strategies. Companies are now mindful of their economic, environmental and social impact. Sustainability is an issue which is good for business and positively impacts on the employees and other stakeholders in the form of increased bottom line, improved employee morale, strong public image, increased brand recognition, positive return on investment etc. It is employees that drive the sustainability agenda and implement the sustainability plans around the ground level.

CONCLUSION

Sustainability has become a critical issue for IT business organizations today and it plays a key role in creating and implementing sustainable strategies for their organizations. HR managers make effort in creating an environment where the talent of

So, HR professionals play a strategic role in devising sustainable practices in IT and e-commerce industries which help the company to survive and thrive. Therefore, HR can be considered as the “nutshell” of an organization which shows an important role in business sustainability.

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