

# Sustainable Employment in a Corporate World: Challenges and Solution

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**Abstract:** Sustainable employment has emerged as an increasingly salient concern, emphasizing the significance of long-term professional development, job satisfaction, and overall well-being. The implementation of sustainable business practices is imperative to corporate strategy, enhancing value for individuals, organizations, and the environment alike. The research paper examines the challenges and potential solutions associated with sustainable employment in India, tracing a trajectory from post-independence industrialization and the Green Revolution to contemporary initiatives such as Make in India and Digital India. Among the challenges identified are resource scarcity, brain drain, and a discordance between educational outcomes and labour market expectations. Prioritizing investments in human capital via education, healthcare, and skill development is essential for enhancing labour productivity. As India persists in its industrialization and globalization efforts, it is of paramount importance to equip its workforce to tackle future challenges effectively. This study highlights trends like increasing job opportunities for women and older individuals, challenges faced by young job seekers, and government efforts to tackle these issues. Achieving sustainable employment necessitates a holistic strategy that includes productivity, health, and well-being. Implementing sustainable practices in sectors like architecture and manufacturing, along with eco-friendly business operations and employee involvement, is essential for attracting and retaining talent. This study emphasizes the collaboration between businesses and governments to foster a more sustainable, inclusive, and prosperous future for workers and companies, while also promoting economic development and addressing environmental and social challenges.

**Keywords:** Sustainable Employment & Corporate World

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## I. Introduction

**Sustainability:** In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

### Definition of Sustainable employment

Dutch Standardization Institute:

“Sustainability employment is the ability of the employee to provide added value for an organization now & in the future, while also experiencing added value themselves” Both employers and employees together must address employment sustainability by emphasizing professional development and long-term career planning, which will guarantee immediate job happiness while also being in line with long-term goals. Employers have to adapt to the evolving values of their workforce and use tactics that attract in and keep skilled workers, placing a strong emphasis on digital readiness. Investing in a strong employer brand that supports diversity, gender equality, and adherence to international standards like the Sustainable Development Goals (SDGs) of the UN is essential in today's competitive business world. A wider pool of candidates can be drawn in by using cutting-edge recruitment strategies, like virtual recruiting through social media platforms. The company's reputation is improved by guaranteeing employees satisfaction as well as delight through thorough training, lifelong learning initiatives, and maintaining a consistent internet presence. In order to maintain efficiency and fulfil project objectives, businesses must also adjust to changing business needs by assessing the usage of contractors or freelancers. This will ultimately result in the creation of a work environment that fosters innovation, growth, and long-term success.

### Problem Statement

Since gaining its independence, India has experienced tremendous industrial development and economic expansion. However, sustainable employment remains a significant issue. The discrepancy between the demands of the employment market and the educational system must be addressed, in addition to other issues like brain drain and resource scarcity. This study aims to explore the several manifestations of sustainable employment in India, identifying gaps and offering solutions.

### **Research Gap**

According to study, long-term employability, employee satisfaction, and company performance all rely on effective human resource operations. Sustainable practices encourage creativity, exuberance, and morale in a diversified team. However, there is no conventional technique for evaluating for employment sustainability that collectively account for social constructionist, financial, and environmental factors.

### **Background**

India's post-independence industrialization and agricultural transformation initiatives included initiatives like the Green Revolution. Advanced programs like Make in India and Digital India continue to drive economic growth. Even with these efforts, it is quite hard to keep a job in the country. The currently underway brain drains, resource shortages, and the mismatch between educational qualifications and job market demands create a complicated problem that hinders workforce productivity and economic advancement.

### **Significance of the Study**

This study highlights the importance of sustainable employment in today's fast-paced workplace. Sustainable techniques improve employee satisfaction, reduce turnover, and maintain workforce consistency. Equal employment opportunities and societal benefits are two more ways they foster social responsibility. Sustainable employment promotes financial stability and a sustainable culture across industries, benefiting both society and individual businesses. An enthusiastic and happy workforce contributes to the overall success of the company. By implementing sustainable employment practices, corporations ensure their future prosperity, set a good example for others, and contribute to a more just and prosperous world.

## **II. Review of Literature**

**1. Garcia et al (2023)**, in their research study titled, “**Deploying Sustainability Through Employee Participation**” Businesses and suppliers in the modern era must figure out how to improve the sustainability of their operations. This is beneficial for business ethics as well as being essential for long-term competitiveness. Better sustainable results were achieved in the company thanks to the implementation of the participative methodology, which validated the initial research question. A systematic and structured approach for employee participation in a continuous improvement context can actively contribute to the deployment of the axes of sustainability (environmental, and social), increasing competitiveness and employee motivation simultaneously. This paper therefore opens new approaches to research and transfer in the context of sustainable implementation, staff involvement, and improvement in competitiveness. Hence, it can be considered that this paper opens modern approaches to inquire about & exchange.

**2. Sousa et al (2024)**, in their research study titled, “**Training to Achieve Sustainable Employment for Youth and Young Adults**” According to reports from different countries, there are many reasons why young people are unemployed. Therefore, it seems important to keep making national and European efforts to give young people opportunities. This project is a chance. This is a project that helps young people get the training they need from employers. It aims to give them specialized training with the knowledge and skills employers want. To achieve this goal, the most important training needs in all the partner countries were to develop six skills: being flexible, accepting of different people, and feeling good. They also need to be able to come up with new ideas and manage their knowledge. They also need to be able to work with people from different countries. They also need to be able to start their own businesses and give presentations. According to research, employers in Europe are more interested in leadership skills than technical management abilities.

### **Filling Research Gap**

This study aims to address several gaps in previous research on sustainable employment. Even though prior research has highlighted the importance of adequate HR practices, employee engagement, and sustainability campaigns, a comprehensive understanding of sustainable employment in the unique Indian context is still requisite. The following are the most important gaps this study fills:

- Comprehensive Historical and Contemporary Analysis.
- Integration of Development of Human Capital
- Focus on Inclusivity and a Diverse Workforce
- Evaluation of Organizational efficiency and Governmental Efforts
- A Holistic Perspective on Health, Well-Being, and Productivity

This research intends increase our understanding of sustainable employment in India and provide useful data to businesses, politicians, and academic institutions so they may support a more prosperous, inclusive, and sustainable workforce in the future.

### **III. Methodology**

#### **Data Sources**

The primary data source for this study was structured questionnaires conveyed to selected consulting company employees. These questionnaires were designed in English to ensure accessibility and understanding among the majority of respondents. Demographic information including age, years of experience, title, and gender were all included in the questionnaire, along with the opinions of the staff about productivity, job satisfaction, well-being, and sustainable employment practices.

#### **Research Methods**

The study employed a quantitative research approach to gather and analyze data. Simple random sampling was utilized to select a representative sample of 40 employees from the selected company. This method ensured that every employee had an equal chance of being selected, minimizing selection bias and enhancing the representativeness of the sample.

#### **Analytical Techniques Used**

The study ensured comprehensive data analysis by utilizing a range of analytical tools. The sample's demographics and respondents' opinions on productivity, job satisfaction, well-being, and long-term employment patterns were compiled using descriptive statistics including mean, median, mode, and standard deviation. Correlation analysis was performed to evaluate the relationships between these attributes and long-term employment results, indicating significant links and areas for improvement. Several factors' effects on long-term employment, well-being, productivity, and job satisfaction were evaluated using regression analysis, which identified important predictors. In order to identify common underlying trends and patterns in the open-ended questionnaire responses, thematic analysis was used. This produced qualitative insights that complemented the quantitative findings. A thorough and reproducible analysis of sustainable employment within the chosen organization was made possible by such integrated techniques.

### **IV. Objectives of the Study**

- To identify what factors, contribute to long-term employment in a business.
- To recognize the health, productivity and job satisfaction of employees in sustainable employment practices.
- To comprehend the obstacles and prospects that companies may face in achieving sustainable employment.
- To give companies advice on how to improve their employment.

### **V. Research Design**

#### **Sampling Method:**

Simple random sampling will be used to select the sample size (N) of 40 individuals. The self-administrated questionnaire was distributed via email & messaging apps to gather responses from this simple random sample of working professionals.

#### **Data Collection**

The data for this research was gathered using a primary method: distributing structured questionnaires to the selected employees. These questionnaires, designed in English to ensure most respondents could read and understand them, were essential in validating the research. The questionnaire included questions about age, years of experience, designation, and gender. It also sought to understand employees' perspectives on the company, including their views on well-being, productivity, job satisfaction, and sustainable employment practices.

### **VI. Analysis & Findings**

The survey results highlight the firm's commitment to employee engagement and development. With a gender distribution of 57.5% women and 42.5% men, the workplace is diverse and inclusive. Significantly, 80% of employees participate in ongoing training, and 100% identify a clear career path, reflecting the organization's dedication to lifelong learning. Additionally, over 80% of employees rate the company's work-life balance and financial wellness initiatives positively. Seventy percent have opportunities to improve their skills, and 90% believe their opinions are actively sought. The company fosters a culture of collaboration, as evidenced by 80% of employees participating in decision-making. The organization prioritizes employee well-being, with 48% acknowledging this focus and 40% considering it important. Effective communication is demonstrated as all employees understand the company's mission. Despite some potential for clearer communication to enhance motivation, 96% of workers feel supported in their career advancement, and 73% recognize the presence of structured performance targets and incentives.

The firm's dedication to a positive work environment is reflected in high scores for stress management, productivity initiatives, and flexible work schedules. Additionally, 62% of employees believe in the company's

strong core values, supporting an ethical culture. While the company's efforts are largely praised, there are areas for improvement, such as clearer communication about job rotation opportunities and health insurance coverage. Despite favourable views on diversity initiatives and 85% awareness of the sustainability plan, better communication about its execution is needed. In conclusion, the firm excels in promoting inclusion, well-being, and staff growth. Enhancing communication about benefits and sustainability initiatives will further improve employee satisfaction and organizational engagement. The company's commitment to ongoing development and responsiveness to employee needs will drive long-term success and a positive work atmosphere.

### **Limitations of the Study**

- The study is limited to a single company, which may affect the generalizability of the findings to other organizations or industries.
- The use of self-reported data may introduce bias, as employees may provide socially desirable responses.
- The sample size may be small, limiting the statistical power of the analysis.
- Time constraints may limit the depth of data collection & analysis.

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