

Role of Human Resources in Building Sustainable Enterprises

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ABSTRACT

In the present day scenario, an increasing number of organisations identify sustainability as a key differentiator for competitive advantage. They acknowledge its role in building reputation and brand value, ensuring public and stakeholder trust, increasing competitiveness, attracting capital, driving innovation, attracting and retaining talent as well as achieving long-term profitability. Sustainability is not restricted to an environmental dimension. It involves the convergence of economic development, social equity and environmental protection to ensure the long-term improvement of the society and organisations. Sustainability balancing among social, economic, and environmental factors for short and long term performance is a critical issue for the world and for business. To examine important issues about sustainability journeys and the role of Human Resources is playing a great role. This paper has attempted to make a contribution of Sustainability as an emerging phenomenon in HRM practice and research.

KEYWORDS: Sustainable, Human Resource, Development, Business, Organisation.

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