

# ROLE OF DELIGHTED HUMAN RESOURCES IN CREATION OF SUSTAINABLE BUSINESS- A CASE STUDY OF RANCHI DISTRICT

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## ABSTRACT

Finding a happy medium between social, ecological, and economic considerations may be the key to both short-term and long-term success. If a corporation can't manage its employees well, it can't "manage other resources effectively." Human resource management is more important than ever in today's fast-paced commercial world. The purpose of this essay is to help readers hone in on such objectives by exploring topics like the relative weight sustainability and human resources provide in the context of corporate development that is both environmentally and socially responsible. The study, which used a standard questionnaire, included responses from 60 service providers and 60 manufacturers in the Ranchi District. This data demonstrates the importance of human resource management to the growth and survival of these businesses.

**Keywords:** -Human resources, Sustainable, Management, Environment. .

## INTRODUCTION

Successful businesses have shown adaptability to new market circumstances. Sustainable firms that can adjust to the current market are attracting more attention from consumers, employees, and financiers. The commercial sector has a significant impact on society at large. Businesses are trying out new methods and evaluating their efficacy. By conducting an in-depth analysis of a company and putting into action sustainable business practises, they can assure the development of a cutting-edge corporation that meets the needs of its customers and, in many instances, enhances operational efficiency, reduces costs, and increases brand awareness.

In practise, sustainability means meeting current needs while causing as little disruption to future ones as possible. Some examples of "sound" business practises that contribute to sustainability include cutting costs, minimising waste, and making the most of available resources. Any successful businessperson will know that a rise in productivity will result in savings. After reassessing its approach to business and procedures, the firm is well on its way to becoming a sustainable operation.

The company's employees are its most valuable resource. They're crucial to the success of the business, the flow of cash, and the satisfaction of the customers. They own the company's IP and are responsible for ensuring its survival. In today's fast-paced corporate world, employees have less loyalty to their existing companies. They are now working for, or will soon be working for, a business with a strong commitment to environmental sustainability.

The most successful businesses are those that succeed in making their employees feel like they are part of something bigger than themselves. Keeping an employee happy at work comes down to a few fundamental things. It's surprising, however, that so few businesses take a methodical approach to keeping their employees content. The majority of workers are happy with the organisation where they work.

There is considerable worry about the issue's sustainability. Because of this, the company's way of life will shift. All aspects of recruitment, employee engagement, customer service, and product positioning fall under this category. The HR team should care deeply about the company's future. Employees who help ensure the company's success in the long run. Therefore, having devoted employees may be crucial to the success of a company.

## REVIEW OF LITERATURE

**Kaliski (2007)**, This research came to the conclusion that "joy," another word for employment pleasure, describes a worker's feeling of accomplishment and success on the job. It's widely regarded as being significantly associated with both happiness and effectiveness in one's life. Finding and keeping a job that you like, at which you excel, and which pays well. Passion and enjoyment for one's job are indicators of fulfilment in one's career. Having a good attitude at work is crucial to achieving objectives such as being noticed, getting paid more, and getting promoted.

**Braddy (2012)**, This research work concluded that, establishing work cultures and processes that allow workers to manage their time and schedules to fit their work-life requirements and preferences is essential for fostering a diversity of values appropriate for both work and personal life.

## OBJECTIVES OF THE STUDY

- To analyse the role of human resources in sustainability of organisations
- To examine various factors affecting intensity of business sustainability.
- To examine various factors required for Sustainable Business.

## RESEARCH METHODOLOGY

A total of 120 small and medium-sized enterprises (SMEs) were surveyed for this research, including 120 workers. Both manufacturers and service providers are included here. The information was gathered via

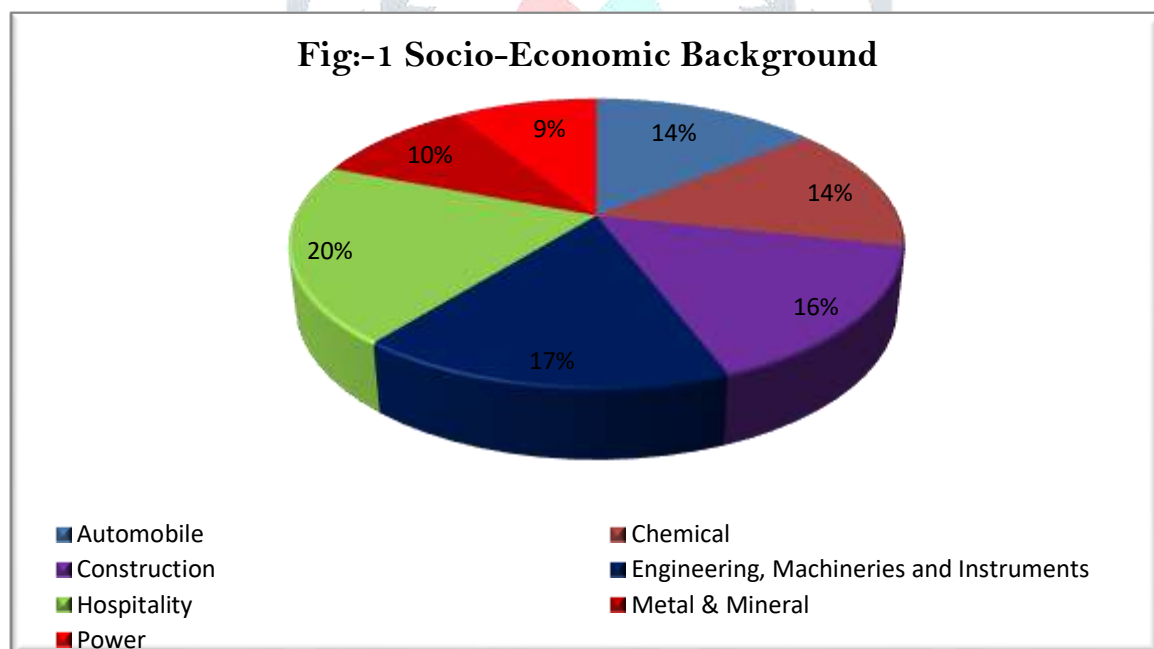
structured questionnaires. Secondary materials were gathered from a wide variety of print and online publications.

## DATA ANALYSIS AND INTERPRETATION

**Table: 1** Socio-Economic Characteristics of Respondents

ORGANISATION	Respondents	
	Frequency	%
Automobile	17	14.17
Chemical	17	14.17
Construction	19	15.83
Engineering, Machineries and Instruments	20	16.66
Hospitality	24	20.00
Metal & Mineral	12	10.00
Power	11	09.17
<b>Total</b>	<b>120</b>	<b>100.00</b>

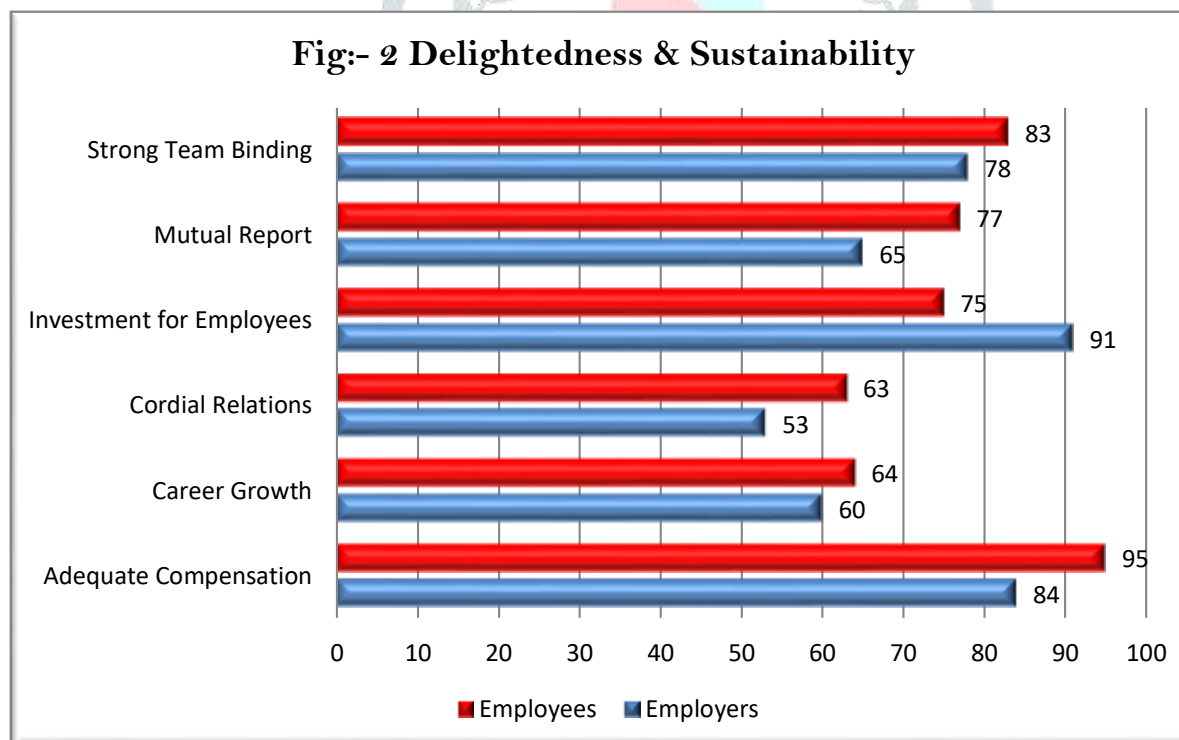
*Sources:* - Primary Sources



**Table: 2** Delighted of HR and Sustainable Business

ORGANISATION	RESPONDENTS					
	Employers(120)			Employees(120)		
	F	%	Rank	F	%	Rank
Adequate Compensation	84	70.00	II	95	79.17	I
Career Growth	60	50.00	V	64	53.33	V
Cordial Relations	53	44.17	VI	63	52.50	VI
Investment for Employees	91	75.83	I	75	62.50	IV
Mutual Report	65	54.17	IV	77	64.17	III
Strong Team Binding	78	65.00	III	83	69.17	II

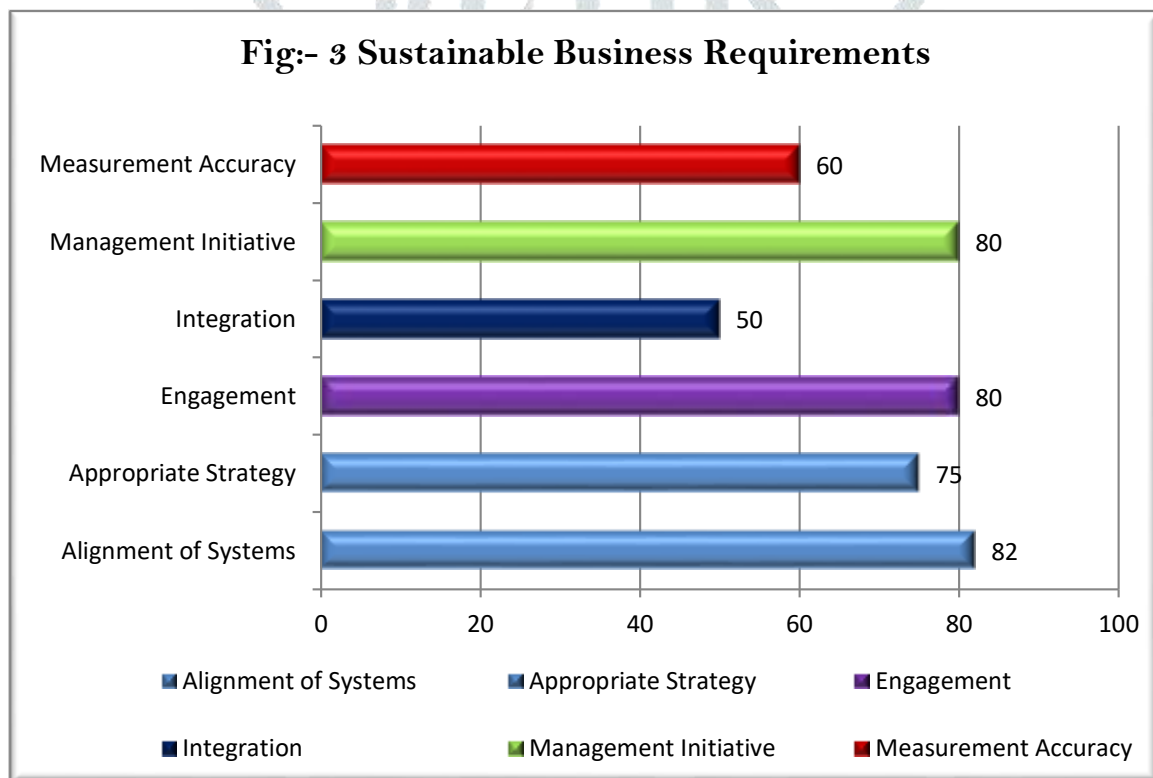
Courtesy: - Primary Sources



**Table: 3** Sustainable Business Requirements

ORAGANISATION	F	%
Alignment of Systems	82	68.33
Appropriate Strategy	75	62.50
Engagement	80	66.67
Integration	50	41.67
Management Initiative	80	66.67
Measurement Accuracy	60	50.00

Courtesy: - Primary Sources



Organisations placed an additional 82% of their attention on system alignment, employee engagement, and managerial initiative. 60% of respondents said there should be some concrete solutions. Measurement accuracy and overall stakeholder integration were shown by 56% and 46% of respondents, respectively.

## CONCLUSION

This research argues that HR should lead on long-term firm viability metrics. To change an organisation's culture and behaviour, sustainability is a human challenge. Integrated HR practises provide a happy staff, which is essential to a company's long-term success. HR must be included in long-term strategy planning in modern firms. HR can help a company incorporate sustainable ideas, reinforce sustainability integration as a core business strategy, encourage system-aligned activities, and increase shareholder engagement.

Researchers may perform longitudinal studies to see if job autonomy and load are associated with career success and overall well-being, both at work and outside of it. Control groups may include experts whose job is not sustainable but has continual crunch times and/or cycles of intensity. Workplace intervention studies may indicate a "bank" of workload among similar employees. To provide social support and share effort and working hours, group employees with similar skill sets. Those who want aid will get credits, while those who can help will be able to accept requests whenever they can. Enlightened society reveres unselfish givers. Science and business leaders should work together to utilise internal social media platforms to share success stories and best practises that increase productivity, health, and work-life balance. Workers may "work smarter" rather than "work harder" using this. Continuous workplace improvement may involve job analysis and scoping work to set reasonable timeframes or energy objectives for varied work functions. HR and trained personnel may use labour intensity to measure productivity. To better understand how well-being and work-life balance affect long-term career success, overall effectiveness, and job satisfaction, it may be helpful to take breaks and slow down or speed up career progression as needed to accommodate other life roles.

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