

Strengthening Sustainability: The Role of Employee Relations and HRM In Corporate Commitment

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Abstract: In order to strengthen corporate commitment to sustainability this study looks at how HRM practices and employee relations relate to each other. A six-point Likert scale questionnaire was used to gather data from 100 respondents in a quantitative cross-sectional survey. Frequency distribution analysis was used in the study to evaluate how well HRM practices integrated sustainability into workplace regulations. Strong employee relations improve sustainability engagement according to the findings but there are still issues with training incentive programs and policy implementation. For organizations to promote long-term resilience and employee commitment sustainability must be ingrained in HR procedures. The study emphasizes how important it is to use holistic HRM strategies that match corporate sustainability objectives with employee relations.

Keywords: *HRM, employee relations, corporate sustainability, Green HRM, employee engagement, workplace policies, incentives.*

INTRODUCTION

Today's rapidly changing business environment has emerged as a top concern for companies that target long-term growth and flexibility. Human Resource Management (HRM) is important in coordination of employee relationships with corporate stability objectives and guarantees that stability programs are successfully performed among employees. Integrating HRM strategies with employee relationship strengthens a company's long-term stability performance by promoting an organizational culture that gives a high priority on social moral and environmental responsibilities (Mandip 2012). Employees are important to pursue stability as they promote an atmosphere where workers are motivated and dedicated to the company's goals. Training workplace policies and employee engagement include stability principles in hiring work, it has become possible through HRM strategies especially through Green HRM (Jyoti 2019).

Aligning HRM practices with sustainable performance metrics such as environmental initiatives and corporate social responsibility (CSR) is frequently what propels corporate sustainability. Research indicates that a company's sustainability performance can be improved by implementing green HRM practices such as eco-friendly workplace regulations sustainable training initiatives and employee involvement in sustainability projects (Malik et al. 2021). When HRM creates an environment that encourages moral behavior corporate responsibility and environmentally friendly practices employees are more likely to support sustainability initiatives. Establishing a sense of accountability and ownership among staff members strengthens the organizations commitment to sustainability. Employees are more likely to participate in CSR initiatives sustainable decision-making and eco-friendly practices when they feel appreciated and supported.

According to Shen and Jinhua Zhu (2011) socially conscious HRM has also been connected to increased organizational commitment among employees which supports a business sustainability initiative. Businesses that include sustainability in their HR policies—such as green performance management incentives for eco-friendly behavior and employee-led environmental projects—become more resilient to environmental and economic shocks. Because their willingness to embrace sustainability-driven behaviors is largely dependent on how well HR policies and employee relations work employees are essential to this change. Businesses that incorporate sustainability training leadership support and employee engagement into their HRM framework create a workforce that takes the initiative to address sustainability issues.

Objectives

1. To assess the contribution of HRM strategies in aligning employee relations with corporate sustainability goals.
2. To evaluate the impact of employee relations on firms' long-term sustainability performance and resilience.

LITERATURE REVIEW

Jamali et al. (2015) Keep CSR-HRM cum-making model in front that explains how HRM CSR can support programs. According to his study, HR departments have two roles to play: they are strategic partners in integrating stability values in company culture and they apply CSR policies. They say that HRM strategies establish a relationship between corporate social responsibility moral leadership and employee engagement. Instead of serving as a passive administrative unit, this model actively emphasizes the need for HRM to participate in stability initiative.

Stephano et al. (2018) Emphasize that HR traditional boundaries are changing as they examine the changing role of HRM in stability. According to his literature review, Human Resource Management (HRM) now incorporates moral governance stakeholders engagement and corporate stability leadership in addition to internal workforce management. Environmental Social and Government (ESG) ideas should be included in important HR functions such as performing performance reviews and employee development according to their argument for permanent HRMs.

Palegini et al. (2018) Examine the behavioral component of permanent human resource management, which affect employee conduct and trade stability results in HRM procedures. Their research encourages staff members to take environmentally friendly practices according to HRM practices that prefer stability. Employees feel more accountable to the initiative of stability when a company adopts practices such as stability-centered training and green human resource management of environmentally friendly workplace policies. The study also emphasizes that prize and recognition plans help promote tasks that focus on stability.

Ortiz de et al. (2016) investigate how long-term advantages and organizational resilience are facilitated by sustainable business practices from the standpoint of strategic management. Businesses incorporating sustainability into their core HRM operations they contend exhibit greater crisis resilience long-term profitability and adaptability. Their results imply that HRM that is focused on sustainability promotes innovation employee retention and a favourable company image all of which improve corporate sustainability performance.

RESEARCH METHODOLOGY

For the present study a descriptive and analytical research design is considered appropriate to highlight the role of transformative green financial instruments in India. All data for the research have been obtained from the secondary sources of data from authentic and reliable publications namely academic journals, government publications, SEBI publications, RBI publications, Climate Bonds Initiative reports and institutional research papers.

The study aims to analyse the types of bonds available for green financing, namely: green bonds, sovereign green bonds, sustainability linked bonds, and ESG financing instruments in the Indian financial system. Peer-reviewed literature from 2020–2025 has been reviewed to comprehend the nature of development, growth and policy efforts in GF in India over the past few years.

Data collected from this have been analysed using comparative and thematic approach which has identified trends on sustainable investment growth, climate financing, institutional participation and regulatory changes. The study also assesses the obstacles in the implementation of the GF instruments particularly issues such as lack of awareness, greenwashing and lack of standardisation.

The current study covers the research on the concept of Transformative Green Financial Instruments (TGFIs) contributing to Sustainable Development, Renewable Energy and Climate-resilient Infrastructure in India; with a particular emphasis on India.

RESULTS AND DISCUSSION

In order to evaluate how employee relations and HRM practices contribute to corporate sustainability commitment this study uses a quantitative cross-sectional survey design. One hundred respondents from a range of industries were surveyed using a structured questionnaire that included six Likert scale questions. Perceptions of employee relations HRM strategies and their effect on sustainability performance were all intended to be gauged by the questions. Frequency distribution analysis was used in the study to look for trends in response patterns. This method aids in determining how much employee relations and HRM support corporate sustainability initiatives.

Data Analysis

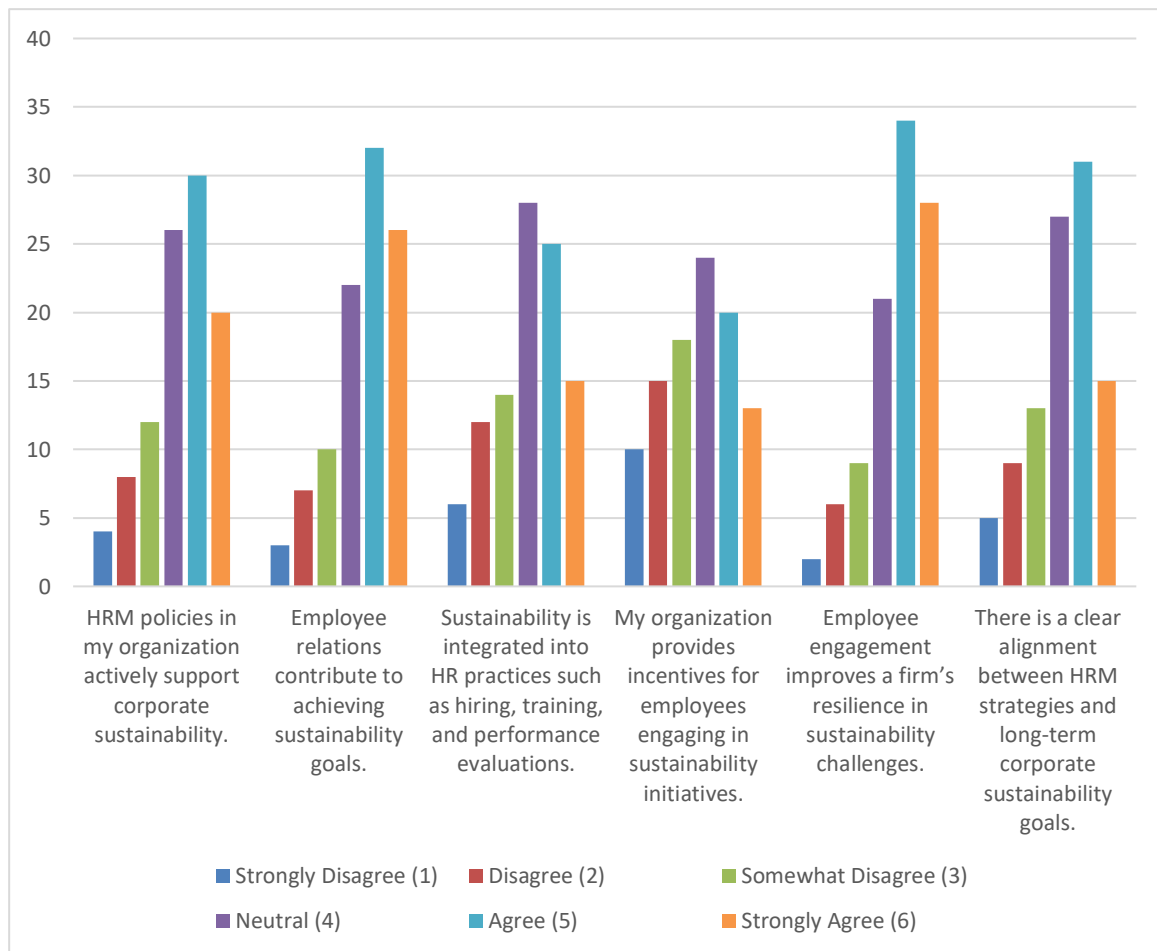


Figure 1. Representation through graphs.

Table 1. Frequency Distribution.

Questions	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neutral (4)	Agree (5)	Strongly Agree (6)
HRM policies in my organization actively support corporate sustainability.	4	8	12	26	30	20
Employee relations contribute to achieving sustainability goals.	3	7	10	22	32	26
Sustainability is integrated into HR practices such as hiring, training, and performance evaluations.	6	12	14	28	25	15
My organization provides incentives for employees engaging in sustainability initiatives.	10	15	18	24	20	13
Employee engagement improves a firm's resilience in sustainability challenges.	2	6	9	21	34	28
There is a clear alignment between HRM strategies and long-term corporate sustainability goals.	5	9	13	27	31	15

Although there is still room for improvement the survey's findings show that HRM contributes moderately to strongly to corporate sustainability initiatives. About half of respondents (Agree + Strongly Agree) to the question about HRM policies that support sustainability said that their companies prioritize sustainability while 24% disagreed to some extent. This shows that while many businesses incorporate sustainability into HRM some do not yet have formal policies in place. 58 percent of respondents agreed or strongly agreed that good employee relations support sustainability initiatives. This demonstrates the part that workplace culture plays in promoting sustainability. HR procedures like hiring and training do not always align with sustainability goals as evidenced by the 40% agreement rate on the question about sustainability being incorporated into HR practices. Only 33% of respondents agreed or strongly agreed that their companies offer rewards for sustainability efforts while 43% disagreed making incentives for sustainability participation a major area of concern. This points to a weakness in the strategies for motivating employees which may prevent them from participating in sustainability projects. The notion that active employee participation is a critical component of corporate sustainability success is supported by the fact that 62% of respondents agreed or strongly agreed that employee engagement increases corporate resilience in sustainability challenges.

CONCLUSION

The results of the study throw light on how HRM practices and employee relationships are important in determining the company's commitment to stability. Improvement in high employee engagement improvement workplace morality and more flexibility for stability challenges are characteristics of all organizations that successfully incorporates stability in HRM policies. Information indicates that although a large number of organizations acknowledge the importance of stability-operated HRM policy implementation, it is especially uneven when it comes to training and hiring awards. Strong employee relationship also supports stability performance according to the study.

Organizations should improve HR strategies to guarantee that stability is involved in workplace culture, even if HRM and employee relationships have a major impact on corporate stability performance. It enhances educational initiatives providing material awards to involve stability in human resource processes and to motivate employees. Organizations can improve long -term flexibility can cultivate a permanent culture and make significant progress towards corporate stability by applying a more intensive HRM approach. Future research can check HRM stability strategies to suit a particular industry or over time to monitor the impacts of the stability-to monitor the effects.

While HRM and employee relations significantly affect the performance of corporate stability, organizations must strengthen HR strategies to ensure that the stability is deeply inherent in the workplace culture. This includes improving training programs, integrating stability in HR processes, and providing tangible incentives to encourage employee participation. By adopting a more comprehensive HRM approach, organization can promote the culture of stability, increase long -term flexibility, and corporate stability can make meaningful progress towards goals. Future research industry-specific HRMs can detect or conduct longitudinal studies to track the impact of stability-driven HRM over time.

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