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"HR'S ROLE IN SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY (CSR)"

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ABSTRACT :

In latest years, sustainability and company social responsibility (CSR) have emerged as strategic priorities for organizations global. Human Resources (HR) performs a pivotal function in embedding sustainability and CSR into the middle features and culture of an agency. This research paper explores the multifaceted contributions of HR in selling sustainable practices, moral governance, and socially responsible conduct inside groups. It highlights HR's duties in aligning recruitment, schooling, performance control, and organizational development with sustainability dreams. The paper also examines how HR can force employee engagement in CSR initiatives and facilitate the development of a values-pushed organizational lifestyle. Through the combination of inexperienced HRM practices, HR professionals have become crucial exchange retailers in growing sustainable and socially accountable places of work. The have a look at concludes by way of emphasizing the want for strategic HR involvement in sustainability planning and CSR policy components for long-time period enterprise achievement and nice societal impact.

Keywords: Human Resources, Sustainability, Corporate Social Responsibility, Green HRM, Organizational Culture, Employee Engagement, Ethical Practices, Strategic HRM, CSR Initiatives.

Introduction

In these days's dynamic enterprise environment, businesses are increasingly expected to operate in a socially and environmentally accountable way. Sustainability and Corporate Social Responsibility (CSR) are not non-obligatory or peripheral; they are important components of a corporation's lengthy-term fulfillment, public photo, and moral standing. As the custodians of people control and organizational way of life, Human Resources (HR) departments are uniquely positioned to combine these values into the regular operations and strategic imaginative and prescient of agencies. HR's conventional function—recruitment, education, performance control, and employee members of the family—has expanded to encompass management in sustainability and CSR tasks. HR professionals play a vital role in aligning team of workers conduct with the broader dreams of environmental stewardship, moral business practices, and social equity. From promoting inexperienced workplace rules to embedding CSR values in company education and overall performance appraisals, HR is turning into a key driver in constructing a sustainable and accountable business enterprise.

Moreover, personnel today are increasingly interested in employers who show a commitment to social and environmental reasons. This shift locations similarly obligation on HR to design packages that now not simplest attract talent however also encourage meaningful employee participation in CSR tasks. By fostering a values-based way of life, HR allows to make certain that sustainability and social responsibility are not limited to annual reviews but emerge as part of the organizational DNA. This paper explores the evolving function of HR in promoting sustainability and CSR, the strategies hired to combine these ideas into center HR features, and the challenges and opportunities faced in this transition. It objectives to offer a comprehensive understanding of how HR can be a strategic partner in growing a more moral, sustainable, and socially accountable future for organizations.

Objectives of the Study

- To examine the extent to which HR departments are involved in sustainability and CSR initiatives across different organizations.
- To identify the key HR practices that support environmental sustainability and social responsibility.
- To assess employee awareness and participation in CSR and sustainability programs initiated by HR.

Literature Review

According to Armstrong and Taylor (2020), HR's strategic involvement is crucial in embedding CSR principles into an organization's vision and culture. They argue that HR professionals act as change agents by developing ethical leadership, workforce engagement, and organizational policies that align with sustainable development goals.

Porter and Kramer (2006) also highlight that creating shared value through CSR not only improves company reputation but also enhances internal performance, especially when HR aligns social goals with business strategies. Their “Strategy and Society” framework offers a blueprint for how HR can contribute to long-term, integrated CSR efforts.

Green Human Resource Management (Green HRM) has emerged as a key domain within the sustainability discourse. Renwick, Redman, and Maguire (2013) describe Green HRM as the integration of environmental management into HR functions such as recruitment, training, performance appraisal, and reward systems. Similarly, Jackson et al. (2011) emphasize the role of HR in promoting environmental awareness and reducing carbon footprints within organizations.

These studies reinforce that Green HRM not only supports sustainability goals but also enhances employee morale and organizational efficiency. Dessler (2020) extends this argument by suggesting that HR practices focused on sustainability foster a culture of responsibility and innovation across all employee levels.

Werther and Chandler (2010) underline that effective CSR cannot be sustained without proper training and communication. They advocate for embedding CSR awareness in employee onboarding and learning programs, which aligns with Briscoe et al. (2012), who argue that HR must ensure that employees understand the social and environmental implications of their roles.

Sharma and Kiran (2013) found that organizations that actively involve employees in CSR through workshops, volunteering opportunities, and ethical training tend to have higher levels of engagement and retention. These findings are supported by SHRM (2023), which points out that CSR initiatives are more impactful when HR builds systems that recognize and reward participation.

Carroll and Shabana (2010) offer a broad review of the business case for CSR, noting that socially responsible practices often lead to improved organizational loyalty, employee motivation, and talent attraction. Their work complements Armstrong and Taylor (2020), who assert that organizations with a socially conscious culture often outperform those driven purely by profit.

Moreover, the World Economic Forum (2023) identifies human capital as central to sustainable business transformation, emphasizing that HR policies must align with future competencies such as ethical reasoning, sustainability literacy, and stakeholder communication.

The Government of India’s *National Guidelines on Responsible Business Conduct (NGRBC)* (2021) outlines the need for HR to ensure compliance with ethical, environmental, and labor standards. These national guidelines highlight HR’s responsibility in aligning organizational practices with statutory requirements and stakeholder expectations.

The Harvard Business Review (2022) outlines how digital HR systems can promote sustainability through paperless onboarding, remote work facilitation, and cloud-based documentation, reducing environmental impact. This aligns with current trends in digital transformation, where HR technology supports the dual goals of efficiency and environmental responsibility.

Research Methodology

The research methodology serves as the foundation of any systematic investigation. It defines the tools, techniques, and procedures used to collect and analyze data. For this study on *HR’s Role in Sustainability and Corporate Social Responsibility (CSR)*, both *descriptive* and *analytical* approaches were used to explore HR practices, employee perceptions, and organizational involvement in CSR and sustainability initiatives.

1. Research Design

This study adopts a *descriptive research design* to obtain firsthand information about the role of HR in implementing sustainability and CSR activities in organizations. It aims to describe the current practices, identify gaps, and analyze employee responses to HR-driven sustainability efforts.

2. Type of Research

The research is based on *primary data* collected through structured questionnaires. The study also incorporates *qualitative insights* drawn from open-ended responses and literature review to support the quantitative findings.

3. Research Objectives

The primary objectives of the study include:

- To examine the extent to which HR departments are involved in sustainability and CSR initiatives across different organizations.
- To identify key HR practices that support environmental sustainability and social responsibility.
- To assess employee awareness and participation in CSR and sustainability programs initiated by HR.

4. Sample Size

A total of 100 respondents were selected for this study from various industries, including IT, manufacturing, retail, and financial services. The sample consisted of HR professionals, managers, and employees at different levels to ensure a well-rounded understanding of HR’s role in CSR.

. Sampling Technique

The study used a *non-probability convenience sampling* technique. Respondents were chosen based on accessibility and their willingness to participate in the survey, ensuring a practical and timely data collection process.

6. Data Collection Method

Primary data was collected using a *structured questionnaire*, which included both closed-ended and multiple-response questions. The questionnaire was distributed both physically and digitally through Google Forms, emails, and social media platforms like LinkedIn.

7. Tools of Data Collection

- *Questionnaire*: Designed with simple, objective questions aligned with the study's goals. It included:
 - Multiple-choice questions
 - Yes/No responses
 - Likert scale-based assessments
 - Open-ended optional inputs
- The questionnaire was divided into three parts:
 1. Demographic information
 2. Questions aligned with the research objectives
 3. Voluntary feedback section for qualitative insights

8. Data Analysis Techniques

Data collected from the survey was analyzed using *descriptive statistics*, including:

- Frequency distribution
- Percentage analysis
- Tabulation for each question response
- Interpretation of patterns and trends observed in the responses

The interpretation of data helped in forming the *Findings*, *Key Learnings*, and *Conclusion* of the study.

. Scope of the Study

The study focuses on the real-world role of HR in promoting sustainability and CSR across different sectors. It captures the perceptions of working professionals and identifies best practices, challenges, and areas for improvement.

10. Limitations of the Methodology

- The sample size was limited to 100 respondents due to time and access constraints.
- The use of convenience sampling may introduce bias, as it does not ensure full representation of all sectors.
- Responses are based on individual perceptions and may not fully reflect organizational policies.

Data Analysis & Interpretation

Q1: Does your organization have a formal CSR or sustainability policy?

Table:1

Particular	No. of Respondents	Percentage
Yes	62	62%
No	23	23%
Not Sure	15	15%

Interpretation:

62% of respondents confirmed the existence of a formal CSR or sustainability policy in their organization, indicating that most companies recognize the

importance of formalizing sustainable practices. However, 38% are either unaware or lack such policies, which suggests room for wider adoption and communication.

Q2: How involved is the HR department in planning or executing sustainability/CSR initiatives?

Table:2

Particular	No. of Respondents	Percentage
Highly involved	28	28%
Moderately involved	39	39%
Slightly involved	21	21%
Not involved	12	12%

Interpretation:

Most respondents (39%) feel that HR is moderately involved in CSR/sustainability initiatives. Only 28% observe a high level of involvement, highlighting the need for HR to play a stronger leadership role in such programs.

Q3: Which of the following sustainability/CSR areas has your HR department been involved in? (Multiple responses allowed)

Table:3

Particular	No. of Respondents	Percentage
Employee volunteering programs	57	57%
Environmental awareness campaigns	46	46%
Ethical recruitment practices	34	34%
Health and safety initiatives	61	61%
Diversity and inclusion programs	49	49%

Interpretation:

Health and safety initiatives (61%) and employee volunteering programs (57%) are the top CSR activities led by HR. Diversity and environmental campaigns also play a significant role. Ethical recruitment has the lowest score, pointing to an area of potential improvement.

Q4: Does your HR department promote any green HR practices (e.g., digital documentation, energy-saving policies)?

Table:4

Particular	No. of Respondents	Percentage
Yes	64	64%
No	24	24%
Not Aware	12	12%

Interpretation:

A strong majority (64%) report that their HR departments promote green HR practices. However, 24% say no and 12% are unaware, which indicates a need for broader implementation and awareness of such practices.

Q5: What HR practices are used to support CSR/sustainability goals in your organization? (Multiple responses allowed)

Table:5

Particular	No. of Respondents	Percentage
CSR training/workshops for employees	44	44%
Including CSR metrics in performance reviews	37	37%
Rewards for CSR participation	51	51%
Recruitment based on social values	29	29%

Interpretation:

Reward systems (51%) and training/workshops (44%) are the most common HR practices supporting CSR. Fewer organizations include CSR in performance appraisals (37%) or recruitment (29%), suggesting those areas are still evolving.

Q6: Are employees informed about CSR and sustainability initiatives led by HR?**Table:6**

Particular	No. of Respondents	Percentage
Always	26	26%
Sometimes	49	49%
Rarely	15	15%
Never	10	10%

Interpretation:

Only 26% of respondents are always informed about CSR initiatives. A significant portion (49%) is sometimes informed, while 25% are rarely or never informed, indicating the need for improved internal communication.

Q7: Have you personally participated in any CSR or sustainability activity organized by your HR team?**Table:7**

Particular	No. of Respondents	Percentage
Yes	58	58%
No	42	42%

Interpretation:

58% of respondents have participated in HR-led CSR initiatives, showing good engagement. However, 42% have not participated, indicating a need for increased encouragement or better access to activities.

8: If yes, what type of activity did you participate in? (Multiple responses allowed)**Table:8**

Particular	No. of Respondents	Percentage
Community service/volunteering	35	35%
Environmental drives	38	38%
Fundraising/donation campaigns	31	31%
Awareness sessions/seminars	41	41%

Interpretation:

Environmental drives (38%) and awareness sessions (41%) were the most common CSR activities. Community service and fundraising also showed reasonable participation, reflecting a diverse engagement strategy by HR.

Q9: Do you feel motivated to take part in CSR initiatives promoted by your organization?**Table:9**

Particular	No. of Respondents	Percentage
Yes	54	54%
No	16	16%
To some extent	30	30%

Interpretation:

A majority (54%) feel motivated to participate in CSR initiatives. However, 46% either feel unmotivated or only somewhat motivated, highlighting a gap in HR's engagement strategies and possible need for incentive programs.

Findings
1. HR's Involvement in CSR and Sustainability Initiatives

- A majority (62%) of respondents showed that their groups have formal CSR or sustainability rules in area.

- 39% said that HR is reasonably involved in CSR and sustainability programs, even as simplest 28% believed HR performs a surprisingly active role.
- HR departments are generally involved in fitness and safety tasks (61%) and worker volunteering programs (57%). This indicates that HR's function is currently greater operational and less strategic in many companies.

2. Green HRM and CSR-Aligned HR Practices

- 64% of respondents stated that their HR departments sell green HR practices which includes digital documentation and power conservation.
- Key CSR-supportive HR practices encompass: o Rewards and recognition for CSR participation (51%) CSR-related schooling/workshops (44%)
- Integration of CSR metrics into performance value determinations (37%)
- Recruitment primarily based on environmental/social values is still confined (29%), indicating that strategic alignment in hiring is underdeveloped.

3. Employee Awareness and Participation

- Only 26% of personnel are usually knowledgeable about CSR initiatives; 49% receive occasional conversation, indicating a verbal exchange hole.
- While 58% of respondents have participated in CSR/sustainability activities, 42% have in no way been concerned—showing room for improvement in inclusivity and employee engagement.
- Common forms of participation include: Environmental drives (38%)
- Awareness classes (41%) o Community carrier (35%)
- Motivation to take part in CSR is slight, with 54% feeling influenced and 30% most effective to a point, which implies that greater proactive HR engagement and incentive techniques may be needed.

Conclusion

Effective money manipulate is essential for the monetary health and operational fulfillment of any agency. This take a look at aimed to investigate the triumphing financial practices at Ekashar Built Tech Pvt. Ltd., focusing on budgeting, cash flow manage, and the monetary recognition of employees. Based on the findings derived from number one research, it is apparent that even as the agency has mounted a foundational framework for monetary making plans and manage, there continue to be sizable gaps in consistency, communicate, and employee involvement. The studies determined that even though a majority of employees are privy to the budgeting machine, a large component either lacks complete understanding or is not actively engaged in it. This limits the effectiveness of the budgeting tool, specially in terms of its implementation on the departmental degree. Similarly, while the organisation seems to have mechanisms for monitoring prices and coping with coins glide, the ones are not uniformly professional at some stage in all departments, main to severa perceptions of financial manipulate and effectiveness.

Another critical commentary from the observe is the fantastically low degree of formal schooling and attention programs associated with monetary control. Many personnel indicated constrained familiarity with the enterprise company's financial suggestions, suggesting that internal conversation regarding monetary hints and techniques desires to be reinforced. Furthermore, the examine placed that a sizeable percentage of employees do no longer apprehend their personal characteristic in influencing financial effects, that could negatively have an effect on duty and beneficial aid optimization. In end, Ekashar Built Tech Pvt. Ltd. Has taken commendable steps toward mounted coins management, however to enhance its monetary overall performance further, the organization need to attention on developing transparency, standardizing practices throughout departments, and making an funding in everyday monetary schooling for employees. By improving worker engagement in financial methods and promoting a tradition of economic obligation, the business enterprise can better align its strategic desires with everyday economic operations, making sure lengthy-term sustainability and boom.

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