

Chapter 16

Sustainability–Driven Growth and Workforce Development: Training for the Future of Green Business

Gitu Nijhawan

 <https://orcid.org/0000-0003-1008-882X>

Department of Commerce, P.G.D.A.V. College, University of Delhi, New Delhi, India

Saurabh Chandra

 <https://orcid.org/0000-0003-4172-9968>

School of Law, Bennett University, Greater Noida, India

Ruchi Tripathi

Faculty of Management Studies, SRM Institute of Science and Technology, Ghaziabad, India

Vinay Pratap Singh

Learning and Development, Trancose, Noida, India

S. Savitha

 <https://orcid.org/0009-0008-5822-1056>

Department of Chemistry, St. Joseph's College of Engineering, Chennai, India

ABSTRACT

This chapter shows how sustainable business is key to creating new growth in the form of better job opportunities and career empowerment. As sustainability becomes

DOI: 10.4018/979-8-3693-4014-1.ch016

more integral to companies' operations, there will be a further increased demand for professionals who understand and know how to apply the practice. This chapter discusses the incorporation of sustainability into training programs and how such initiatives go a long way toward the building of resilient job markets that allow people to progress in their careers. It will showcase examples of companies where the adoption of sustainable development yields a huge growth in the business and fosters innovation and competitiveness. The chapter calls for an analysis of the challenges and opportunities related to the design of training programs that can match the emergent demand required in the Green Economy. Finally, it underlines that strategic training has to be an effective instrument for providing the labor force with the necessary skills to prosper in the sustainable business landscape.

INTRODUCTION

In today's high-speed economy, the integration of sustainability into business has become crucial for long-term growth and competitiveness. As awareness about environmental and social problems increases globally, businesses are gradually coming to the realization that sustainability has ceased to be a fleeting fad. This trend of business towards greener models seems to bring deep impacts, opening new labor market opportunities and requesting new training for innovative jobs that will prepare the working force for the required skills. In this context, this chapter aims to explore how sustainability can be used as a business enabler to foster economic growth by developing purposeful employment and career enhancement through focused training and education (Bilderback, 2024).

Sustainable business practices are strategies adopted by the management not only to enhance profitability but also to be more considerate of the impact on the environment, society, and economy in the long run. It ranges from wide activities in carbon footprint reduction, efficient use of resources, including ideas on the circular economy, down to social responsibility. Businesses that integrate sustainability into their core strategies experience not only improvements in corporate reputation but the opening of new markets and gains in resource efficiency that fuel growth. Of course, for businesses to make sure this happens, investment in the workforce with the relevant skills and knowledge to implement and sustain such practices will be required (Barakat et al., 2023).

Perhaps one of the largest impacts of sustainable businesses is the creation of new jobs that have opened due to the shift toward sustainable operations. Companies are in great need of professionals specializing in renewable energy, waste management, sustainable supply chain management, and corporate social responsibility. These new fields will not only be creating new jobs but also changing traditional ones,

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/sustainability-driven-growth-and-workforce-development/369228

Related Content

Exploring the Continuing Professional Development (CPD) Needs of Basic Schoolteachers in Ghana

Ellen Abakah (2022). *International Journal of Teacher Education and Professional Development* (pp. 1-15).

www.irma-international.org/article/exploring-the-continuing-professional-development-cpd-needs-of-basic-schoolteachers-in-ghana/284481

Focusing on the Forgotten: An Examination of the Influences and Innovative Practices that Affect Community College Transfer Student Success

Stephanie M. Foote, Jeannine Kranzowand Sara E. Hinkle (2015). *Examining the Impact of Community Colleges on the Global Workforce* (pp. 94-124).

www.irma-international.org/chapter/focusing-on-the-forgotten/134786

Exploring the Continuing Professional Development (CPD) Needs of Basic Schoolteachers in Ghana

Ellen Abakah (2022). *International Journal of Teacher Education and Professional Development* (pp. 1-15).

www.irma-international.org/article/exploring-the-continuing-professional-development-cpd-needs-of-basic-schoolteachers-in-ghana/284481

Role of Educators in Building ESG: A Path to Talent Development

Geetha Manoharanand Subhashini Durai (2026). *University-Industry Partnerships for ESG Talent Development* (pp. 361-384).

www.irma-international.org/chapter/role-of-educators-in-building-esg/405921

Equipping Teacher Educators for Digital Teaching and Learning: Promises, Practices, Challenges, and Strategies

Pradeep Kumar Misra (2019). *Handbook of Research on Faculty Development for Digital Teaching and Learning* (pp. 119-139).

www.irma-international.org/chapter/equipping-teacher-educators-for-digital-teaching-and-learning/228368