

Chapter 2

Sustainability and Work–Life Balance in Green Management

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ABSTRACT

This chapter tries to dig deeper into the interrelation that can be identified between factors of work-life balance and sustainability within the domain of organizations. It addresses how work-life balance at workplaces may affect employees' feelings, satisfaction levels, as well as their productivity to understand the core concept related to sustainability-that sustainability reflects the means to attain the present requirements without any interference with future generations fulfilling their own requirements. The last objective of this chapter is to comment on how these two ideas complement each other, thereby underlining the ways businesses can enhance their environmental sustainability policies and practices and simultaneously increase employee satisfaction levels by introducing effective work-life balance strategies.

1. INTRODUCTION

Organisational sustainability implies running an organization in a manner that seeks long-term success in terms of growth, environmental protection, and socio-economic development. This necessitates responsible strategies that balance the present needs of the organization and stakeholders with the view of conserving resources for future use. As organizations grow with time, work-life balance has emerged as one of the centre-stage issues that are particularly in response to increasingly increased work demands, the shifting demographic changes of the workforce, and the ubiquitous penetration of technology blurring lines between professional and private life. Work-life balance lets the firm support the good well-being

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of its workers, better health, increased productivity, lower absentee rates, and reduced turnover rate, which lead to an even more positive organizational culture.

The intersection of sustainability and work-life balance is an area of focus to which modern organizations must give attention. Three key determinants of well-being in employees are: health and safety at work environments, work-life balance, and investment in employee development. The more balanced employees are, the more they are likely to embrace and contribute to the sustainability goals of the organization. When employees feel valued and supported, they become committed to the organization and sustainability mission.

This chapter discusses the integration of the concepts of sustainability and work-life balance by an organization. It deals with established best practices by case studies. Among its several advantages, employee satisfaction, improvement in productivity, and a strong reputation of the organization are some. General problems that may be seen during the implementation of such a change in an organization are resisting the change and insufficient resources. It also spells out guidelines for making workplaces sustainable and equitable, in tune with the trends gaining momentum in this area, such as flexible work, mental health support, and the role of technology in helping to achieve sustainability and balance between work and life.

Among these themes, the chapter is demonstrated in which organizations foster a sustainable work environment, yet it will also consider employees' wellbeing, hence sustainability and success for both involved parties for a longer term.

1.1 The Evolving Concept of Work-Life Balance

Based on an analysis of the work-life balance historical background, this means that from concept up to balancing work with life in greater depth, one realizes this is not limited only to physical, but rather physical, psychological, and even emotional well-being. Thus, workforce demographics would always determine what constitutes work-life balance among new entrants, most notably those of the newer millennial and Gen Z population. It is in this light that the technology has made a distinction between work and personal life ambiguous. Technology may provide flexibility in working, increase productivity, but, on the other hand, it may result in digital overload and an 'always-on' culture. Hence, for any organization that would be able to create sustainable and employee-friendly work environments, the influence of technology on work-life balance is of prime importance. The subsequent section of this chapter will explore the history of work-life balance and how these elements-which have all factored into the concept over time-including changes in society, technology, and demographics of the workforce-have driven the changes.

1.2 Sustainability Principles in Organisational Behaviour

This part reviews sustainable management strategies specifically of relevance to the triple bottom line framework that entails the three Ps: People, Planet, and Profit. With this holistic perspective, organizations will not only bloom financially but also lead towards more sustainable and equitable prosperity in the future. In this regard, it can be noted that a positive factor of sustainability includes good health at work. In other words, a healthy and productive employee is the key to lasting organizational success. Investment in employee well-being will lead to productivity, less absenteeism, and satisfaction. In addition, the focus on employee well-being will also help create a positive organisational culture with a

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