

Chapter 12

Future Trends and Challenges in HRM and Sustainability

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Abstract

This chapter delves into the evolving landscape of Human Resource Management (HRM) as it intersects with sustainability, emphasizing how organizations can navigate the challenges and opportunities that arise from this integration. The chapter explores emerging trends, such as flexible work arrangements, technology adoption for data-driven decision-making, and sustainable talent acquisition. It highlights the role of HRM in fostering a culture of sustainability through recruitment, training, performance management, and employee engagement. Furthermore, the chapter addresses the challenges organizations face, including aligning corporate culture with sustainability goals, navigating regulatory compliance, and measuring the return on sustainability investments. By analyzing case studies and offering practical insights, the chapter provides a comprehensive framework for HRM's contribution