

INTEGRATING SUSTAINABILITY, ENVIRONMENT, AND TRANSPARENCY IN ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT: A PATHWAY TO ETHICAL AND SUSTAINABLE SUCCESS

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ABSTRACT

The increasing importance of sustainable business practices and environmental responsibility has led organizations to integrate sustainability, environment, and transparency into their Organizational Behaviour (OB) and Human Resource Management (HRM) strategies. This research paper aims to explore the significance of aligning OB and HRM strategies with sustainability, environment, and transparency, and the benefits and challenges associated with such integration. The study includes an analysis of existing literature, case studies of exemplary organizations, and practical recommendations for businesses seeking to adopt ethical and sustainable practices. The paper underscores the potential for organizations to drive positive change in society while achieving long-term success through responsible and transparent organizational practices.

KEYWORDS: *Environment, Ethical Business Practices, Human Resource Management, Organizational Behaviour, Sustainability, Transparency*

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