

Sustainable HRM and Firm Performance: The Mediating Role of Employee Satisfaction and Corporate Reputation

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ABSTRACT

This paper aims to identify and examine impact of sustainable HRM practices to strengthen corporate reputation in Bangladesh by focusing on the improvement of employee satisfaction. This study examines the perceptions of 201 frontline employees (FLEs) in Bangladesh's banking organization employing Partial Least Squares Structural Equation Modeling (SEM-PLS 3.2.7). Sustainable human resource management (SHRM) treats staff members as vital resources for the company, taking into account their requirements, preferences, and viewpoints. The person is a crucial component of SHRM. The main objective of the essay is to analyze a few SHRM topics that are connected to each employee's degree of job engagement and happiness. This research aims to explain how the appraisal of the impact of such sustainable HRM practices on employee satisfaction and corporate reputation influences their effect on the performance of the firm taken as a whole. This proposes that the sustainable HRM will lead into better satisfaction of the employees through better work-life balance, equity, and learning and growth opportunities. These driven employee satisfaction and corporate reputations help to achieve high levels of firm performance as a whole. The research is quantitative where the hypothesized relationships are tested across data from different industries. Results indicate that sustainable HRM practices affect employee satisfaction and corporate reputation which act as the bridge between HRM practices and firm performance. The study highlights the need for shifting to a strategic business approach by embracing sustainable HRM practices for long-lasting organizational success and being able to compete effectively in the market.

Keywords: Corporate reputation, Employees satisfaction, financial performance, partial least square, and Sustainable development practices

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