

An urgent need to include social sustainability in the practice of project management

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Abstract

The focus of the study is to understand the significance of integrating social sustainability in project management to achieve long-term sustainable business. Further, it will develop an argument in favor of the urgent need to include social sustainability in project management by formulating suitable discussions through previous literature and peer-reviewed journals. The conclusions of this study are intended to contribute to the present literature, particularly, the impact of social sustainability on project success and its importance in the practice of project management.

Introduction

The term "social" has developed just lately in discussions on building sustainability. With public and government debates centered on rising temperatures and sustainability, sociologists have largely gone unnoticed in scholarly communities inside the social sciences. Project management comprises project planning, resource management, tracking, stakeholder participation, and motivating employee teams to provide money to the industry so that projects are completed on time and within budget. One of the most challenging challenges for project managers is integrating socially sustainable efforts for social sustainability into project management to ensure that everything is recognized, mostly through worldwide regulation. CSR refers to businesses being more socially aware of the environmental harm they may do by manipulating the surroundings and human resources, which has an impact on the world's sustainability. CSR corporate social responsibility and sustainability regulations should be developed for each endeavor to guarantee compliance with global legislation (Sierra, et. al., 2019).

The study will aid researchers and would provide ground for discussing the need for social sustainability in project management. It will be significant to highlight the sustainable practices that can be implemented in a project management model which is imperative for ecological sustainability. Furthermore, project management that stresses environmental consciousness and protection in all initiatives through the application of CSR practices is becoming increasingly important around the world in order to offer long-term sustainable growth. (Dunmade, et. al., 2018).

The limitation faced by the researcher was the presence of limited studies focusing on the practices and models that can be implemented in sustainable models. However, there are various pieces of literature on the argument of sustainable development and ethical practices in project management in sample context that reflect the need of integrating sustainable practices but they do not suggest any empirical or rational argument on the applicable practices (Kalkanci, et. al., 2019).

Objectives

To talk about the importance of sustainable development approaches in managing projects.

To investigate the factors of ecological responsibility.

To investigate the role of ecological responsibility in managing projects.

Research questions

What were the social and environmental sustainability precepts?

How may sustainable construction be included into projects management practice?

What role does key sustainability play in managing projects?

Methods

This research involves the collecting of secondary data. The secondary data includes literature reviews, peer-reviewed journals, articles, and so on, which represent various authors' perspectives on the topic. The information is supplied to reach conclusions and has debates about social sustainability. Secondary data meets the demands of fresh research and fits the study's emphasis in the context of improving existing sustainable project management methods.

Results

In this section, the significance of social sustainability and its implementation is discussed widely along with the discussion of the principles and models of social sustainability is performed to form a concrete discussion later.

It can be stated that other than the environmental and economic aspects of an organization, the social and administrative aspects are less discussed but equally significant. Ensure the social sustainability of the company by examining the lengthy viability of its attitude, structures, and managerial skills and practices. The company must guarantee that adequate working environment and health & security precautions are in place. This department is typically tied to the human resources sector, hence why they are generally regarded as the agent of sustainability in any given firm. They ensure that underprivileged groups are not prejudiced against and that their legal and fundamental rights are upheld. They are also in charge of employee learning and developing skills, as well as broader public engagement - both of which are critical societal concerns. Sustainability literature stresses two kinds of equality: multigenerational equity & result equity. Both are crucial to society's long-term existence. (Xue, et. al., 2018). The equitable allocation of resources among future generations is referred to as intergenerational equality. Furthermore, the demand for equitable, social, economic, and environmental justice is universal, regardless of race, religion, nationality, color, majority, immigration status, local and immigrant populations, or established or growing civilizations. In the framework of social sustainability, the appeal for equality for everyone, including the well-being of future generations, is vital for addressing climate change and global issues. The theoretical notion that underpins sustainable urban forms states that physical components of human spaces are essential for achieving social sustainability, reducing environmental risk, and promoting human well-being and welfare today and in the future. Sustainable human settings address the character of the targeted physical areas, sites that solve social concerns, within the greater framework of sustainability (Vrchota, et. al., 2020).

Project performance management, according to Parish, should focus on organizing team members through CSR efforts. It includes staying diligent throughout all phases of the project to ensure long-term ecological viability. According to Norman, several new worldwide efforts are concentrating on how project leaders must develop CSR and ethical principles for all organizational stakeholders in order to maintain governance practices across all ventures and commercial operations. Effective managers should guarantee that they are devoted to global integrity, environmental sustainability, and social responsibility by following CSR regulations and legislation for sustainable development. Project managers, according to Howard, must disclose their sustainability performance by adopting and adhering to CSR and corporate sustainability requirements for accounting accuracy, financial analysis, ecological sustainability, human rights, and community connections. According to Ingalls, a global network of project leaders dedicated to environmental stewardship in all sectors is being established to focus on global social, economic, and sustainable development, management, and effectiveness. Value reporting is the global monitoring and analysis of these actions that deliver money to projects by allowing the It enables the entire world to openly monitor and analyze multinational corporate operations and adherence to CSR rules (Misopoulos, et. al., 2021).

Discussion

The studies show that discussions about sustainable development are frequently targeted on the concept's environmental and economic aspects, and that sustainable construction in the social domain is a frequently overlooked aspect of the concept. To arrive at the most sustainable decision, all three aspects of sustainability must be considered.

When institutions, structures, and formal and informal processes, as well as linkages, actively support present and coming generations' ability for developing health, This is known as social viability to healthy societies Societies that are sustainable and are varied, interconnected, and democracy, and they provide a high standard of living. There are several schools of thought on social responsibility aspects, the most prominent and widely used of which was produced by Nobel Laureate Amartya Sen (Madureira et al., 2022).

Social sustainability has four dimensions or principles:

- Wellbeing focuses on maintaining the quality of life while balancing workload and personal life.
- Workforce equality to promote a healthy working environment and ethical practices while avoiding biases.
- Diversity promotes creativity and integrity to derive better results.
- social integration to ensure the development of team spirit and other ethical values that promote unity and harmony among workers and employees.
- Governance and Democracy to ensure active participation of the workforce by ensuring their satisfaction overwork culture and environment of the workspace.

Based on the findings and findings, it is possible to infer that recognizing and managing business effects on humans, both positively and negatively, is critical to social sustainability. The extent to which a company's shareholder ties and engagement are of critical importance. Companies have an effect on staff, value stream employees, customers, and affected councils, either directly or indirectly, but it is proactively crminating these consequences. The social license to function of businesses is primarily contingent on their efforts to achieve social sustainability. Poverty, injustice, and a lack of rule of law may all hinder company operations and advancement.(Chawla, et. al., 2018).

Further, it is justified by the above findings that the resources used to generate and disseminate such ideas, along with their physical or ethereal outputs and expressions, should be included in the concept of "culture. As a consequence, "social sustainability" happens only when particular ideas, processes, and behaviors are protected, nurtured, and not suppressed. It is all about sustaining civilization as a distinct thing, passing along innate knowledge and attributes from era to age. The need to give attention to the importance of sustainability practices in marketing strategies in the project management world since it may help a firm expand and sustain itself through terms of economic growth and human resources.

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