

Do project managers neglect social sustainability issues in project management?

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ABSTRACT

There have been many instances where researchers have discussed the significance of adopting sustainable business models for efficient project management practices. However, due to limited research, there is a crucial need to throw some spotlight on the significance of adopting social sustainability issues in the field of project management. The collection of data has been done by utilizing secondary sources such as articles, books and peer-reviewed journals. The study aims to provide a detailed discussion on the need for the inclusion of socially sustainable practices by the project managers.

INTRODUCTION

The practice of developing long-term, successful settings that encourage listening to what the individuals need from areas where people live and work is associated with social sustainability. Cultural sustainability implies both physical and social world design- structure that supports heritage and customs, social infrastructure, citizen involvement methods, and room for historic personalities to thrive. (Al-Reyaysa, et. al., 2019).

Researchers value the study because it analyzes a community's ability to build procedures and institutions that not only suit the demands of its existing members but also ensure future generations' capacity to maintain a decent society. A Dictionary of Business The article will make the argument for sustainability practices and show how a program manager may assist with execution. CSR (Corporate Social Responsibilities) is a new idea in which the corporate incorporates social and environmental issues into its strategy and takes on a more accountable influence in the global. (Karji, et. al., 2019).

We'll begin by defining social sustainability which is why it's vital. The part that follows will look at the controversies surrounding the notion as well as the risks of failing to meet this pledge. The next parts will go through the project management's responsibilities and how to integrate social support of business objectives. Furthermore, the need of adopting an active social environmental policy, and therefore how this can be encouraged, will be underlined. (Corsini, et. al., 2019). The limitations showcased by the study involve the implications posed by the CSR model. One significant issue is that CSR oversimplifies some complex issues and fails to recognize that, at last, trade-off must be made for the company's financial, ethical & health outcomes. These findings demonstrate that a lack of immediate monetary incentives should not be used to justify ignoring social sustainability (Corsini et al., 2019). Instead, if a company chooses a comprehensive CSR strategy, it not only avoids a possible conflict between corporate social and environmental goals but can also capitalize on opportunities that result in concrete earnings and rewards.

Objectives

- To evaluate the critical role of the project managers in CSR and the social sustainability of a project.
- To decode the concept of CSR corporate social responsibility.
- To discuss implications of ignoring social sustainability.

Research questions

- What is the role of the project manager while integrating a socially sustainable model in a business?
- What are the costs of the voiding inclusion of social sustainability and corporate social responsibility policies in project management?
- How to integrate CSR (corporate social responsibility) policies into project management practices?

METHODS

The purpose of this study is to gain insights about the concept of the corporate social responsibility in the context of socially project implications that socially sustainable projects can pose primarily focused on the role of the project manager in its implementation. The secondary data will be collected utilizing the available literature, previous studies, peer-reviewed journals, books, articles, etc. the data analysis will be based on a qualitative approach and the findings will be significant and applicable to future studies on the role of the project manager in CSR.

RESULTS

The studies suggest that even though the fear of sacrificing revenues causes some corporate executives to resist, it is clear that the risk of ignoring CSR far surpasses the risk of losing profits. Companies are expected to not only follow moral standards and conventions in today's world, but also to take proactive steps toward global transformation. Business organizations aren't perfect, and they're prone to scandal and corruption, which taint the business world even when only few people are held accountable (Pinzone, et al., 2020). The people do have a clear reason to assume trade to act out its obligations honorably and conscientiously within the theoretical model. Moreover, in a market where tough derivative instruments such as brand recognition, intellectual capital, and positive reputation contribute for 70% to 80% of market rate, firms were hypersensitive to everything that harms their reputations. Since there are no positive associations in the market to balance the negative implications of bad news, a firm that has not engaged in fostering a good brand via CSR risks being ruined when bad reports arise. (Rahim, et. al., 2021).

Corporations have both good and negative social and societal implications as a result of their everyday activities in their value chain. Corporations are already inextricably linked to the communities in which they operate. Companies require healthy societies for jobs and facilities, while healthy societies require companies for competent personnel. While society turns to businesses instead of the government for jobs and facilities (to just not include products and services), just a good society could provide the type of productive persons that every firm desires. Businesses exist to make a profit. In turn, society determines what constraints to put on how companies operate, and thus laws are in place to safeguard the public good. (Irfan, et. al., 2021).

DISCUSSION

According to the debates, and it's all too usual for businesses to damage neighborhoods in the linked to economic advancement. This market's urgency, along with the fact that specialists, first from executive suite to a programme manager, are detached from the rest of a market that feel "the issue is too huge for me to solve." As a result of this apathy, there is indeed a lack of accountability, and the matter continues untreated. It doesn't help that moral understanding and ethics were yet to be successfully integrated into commercial and economic workplace learning. (García Villena, et. al., 2021). The highly experienced administrator will be required to hire a methodical approach to risk evaluation or minimization, that may now be tried to focus to reveal societal problems that upper management may overlook. Businesses, for example, may ignore norms of behaviour in poor nations, claiming that they follow the laws of something like the countries where it operates. The project leader will be especially aware of this disparity and will also be possible to perceive and rectify disparities vs what the law needs and what is suitable for the society before they are a challenge for the company's business or repute. Don't assume that corporation leaders are concerned about the societal implications of a project. (Olanipekun, et. al., 2021).

According to the findings of the preceding study, task managers have the opportunity to influence their firms' socially responsible conduct on a federal and regional level in term of human rights, labour rights, environment protection, and supplier involvement. Partnerships with the greater community may develop long-term connections of acceptance, generosity, and mutual benefit. To enable this feature, however, continual engagement and conversation with the local populace is required, so that the enterprise will become an issue for public life. Before going on the path to individual responsibility, project teams should first assess their group's CSR performance. These standards, which include rules for economic progress and social responsibilities, are used by third parties to evaluate business reports. A project's worth is determined by its own significance to the program including its possible impact on the firm, community, and humanity as a whole. Because incorporating social responsibility into operations necessitates more than just project execution, the next step is to develop a media strategy for engaging in social action. Gaining support from the organization's top management and influencers, as well as correctly communicating the need for such actions and demonstrating successful risk mitigation, will be crucial. Management must ensure that critical success criteria and data are in place to adequately manage any CSR involvement.

According to the findings, it can be concluded that in terms of project administration Introduction, discovery, repositioning (for administrators who are presenting something particularly novel and wish to compare it to other comparable programs), plan design, implementation, and monitoring are the six steps of any CSR initiative. A competent project manager may easily create a work plan to handle these duties. The project manager can employ several tools in each phase to assist him in his duty, ranging from guideline reports to computer software. A comprehensive assessment mechanism for corporate responsibility accomplishment, as well as appropriate celebration and appreciation for performance inside the institutions and in the bigger group, must be created to make CSR practicable for enterprises. Only then will sustainability have a chance to become part of the corporate culture. CSR is much too crucial to entrust to a third party. Every company relies on a robust community, and project teams may assist in this endeavor (Cyfert, et. al., 2021).

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