

Motivation Toward Sustainability and SR-HRM: Driving Sustainable Talents' Engagement in Corporate Sustainability

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Abstract:

To identify the key factors that drive sustainable talent to engage in corporate sustainability initiatives, the study employs self-determination theory to develop an integrated model of sustainable participation . This model incorporates patterns of individual sustainability motivation and socially responsible human resource management (SR-HRM), and examines how autonomous and controlled forms of motivation, as well as SR-HRM practices, affect employee participation in corporate sustainability. Data was collected through a three-stage survey of 346 employees working in corporate sustainability departments. The analysis results reveal that both autonomous and controlled sustainability motivation significantly and positively influence sustainability participation, suggesting that internalized and external motivational sources can effectively drive sustainable behavior. Furthermore, the findings confirm that controlled motivation may be internalized over time, leading to consistent behavioral engagement. The research results provide theoretical and practical suggestions.