

**SUSTAINABILITY: A FRAMEWORK FOR ENHANCING HUMAN RESOURCE
MANAGEMENT, ORGANIZATIONAL CULTURE AND PERFORMANCE**

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Introdução

Pressured by macroeconomic uncertainties and technological innovations, organizations and their stakeholders maintain different attitudes about sustainable practices. In this context, human resource management has the role of integrating expectations between capital and people, and needs to understand and translate the scenario, so that the company's relationship with its internal and external stakeholders is optimized.

Problema de Pesquisa e Objetivo

This theoretical essay aims to rescue the most relevant considerations about the themes: sustainability, human resources management, organizational culture, and superior performance, bringing reflections that contribute to the understanding of the interaction among them.

Fundamentação Teórica

Sustainable Human Resource Management (SHRM) is a set of guidelines and initiatives that inspire systemic behavior by employees and increasingly sustainable results, playing an important role in how sustainable aspects are understood, developed, and implemented by all members of the organization, being important, as it is perceived as a new paradigm that goes beyond the dominant models of strategic HRM because it is long-term and multi-stakeholder oriented (Poon & Law, 2022).

Discussão

Today's and future organizations find themselves in a situation of constant change, and therefore, they must focus on their ability to change in order to be sustainable. Changing the way of thinking and acting, redefining the roles, the purposes go through an adaptation in the culture, in the organization's way of being. Success in implementing changes depends on the efficiency of HRM. For that, sustainability needs to be included in the strategic planning of people management and HRM practices need to support the organization's sustainable strategy.

Conclusão

Sustainable Human Resource Management (SHRM) would be responsible for supporting the actions and changes necessary for the company to promote a change in culture and mindset focused on sustainable business performance, both internally and externally. Aligning and transforming leaders and employees towards a sustainable organizational culture is one of the main challenges on the agenda of SHRM.

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