

THE PILLARS OF SUSTAINABLE BUSINESS: RESPONSIBILITY AND ACCOUNTABILITY IN THE CONTEXT OF DOMESTIC OPERATIONS

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Abstract

The mindset of employees plays a crucial role in organizational success. As such, it is imperative that businesses prioritize employee satisfaction. This mini review aims to compare and contrast the mindset of employees in domestic and international businesses, emphasizing the critical role employee satisfaction plays in organizational success. Firstly, employees in international businesses are more satisfied due to the higher salaries, better incentives, and improved standard of living they enjoy. Furthermore, international businesses typically offer training and personality development programs that enable their employees to upgrade not only their knowledge and skills but also their understanding of different cultures and societies. Motivational activities such as yoga, cultural activities, seminars, and group discussions, as well as the development of leadership skills, are also essential components in increasing employee mindset and helping them achieve their targets. Additionally, different research methodologies in international business have also been highlighted. Finally, by emphasizing the importance of employee satisfaction for organizational goals and highlighting the differences between domestic and international businesses, this mini review aims to underline the significance of prioritizing employee satisfaction in businesses.

Keywords: Employee mindset, international business management, motivational activities, employee satisfaction, training and personality development programs.

Introduction

Employees are the backbone of any organization, and their mindset plays a critical role in the success of those organizations. While the broad concept of employee mindset covers various areas of concern such as motivation, attitude, job satisfaction, and commitment, this mini review will focus on the relationship between employee mindset and the nature of the business- domestic or international. An international business operates on a larger scale than a domestic business and often requires a different set of skills and knowledge to succeed. This makes the comparison and contrast of employees' mindset in domestic and international businesses of great interest to businesses leaders. Salaries and wages are the main components for an employee or worker to go outside and work for his or her livelihood. Salaries and wages at international businesses are higher than those at domestic businesses. When combined with attractive incentives and a better standard of living, employees often exhibit higher

satisfaction and consequently achieve better productivity levels. Training and personality development programs are generally more readily available for employees working at international businesses; these programs not only help employees navigate new cultures but also increase their knowledge and skills in general. Further, international businesses usually offer motivational activities to improve employee mindset and leadership skills. Hence, by comparing and contrasting employee mindset in domestic and international businesses, this mini review is essential in highlighting the importance of employee satisfaction for organizational goals.

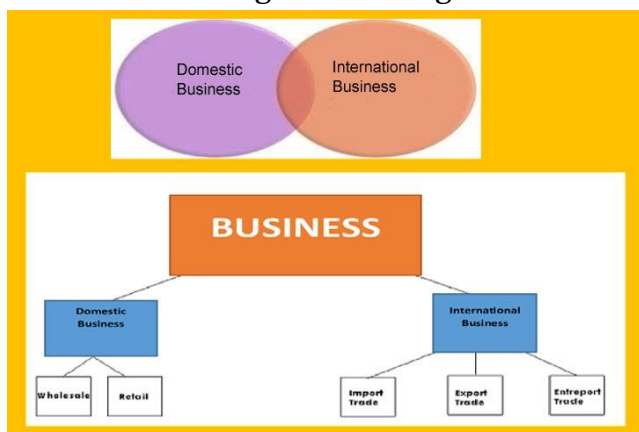


Figure 1. Flow chat of international and domestic business.



Figure 2. Employee Mind-set vs Entrepreneur Mind-set.

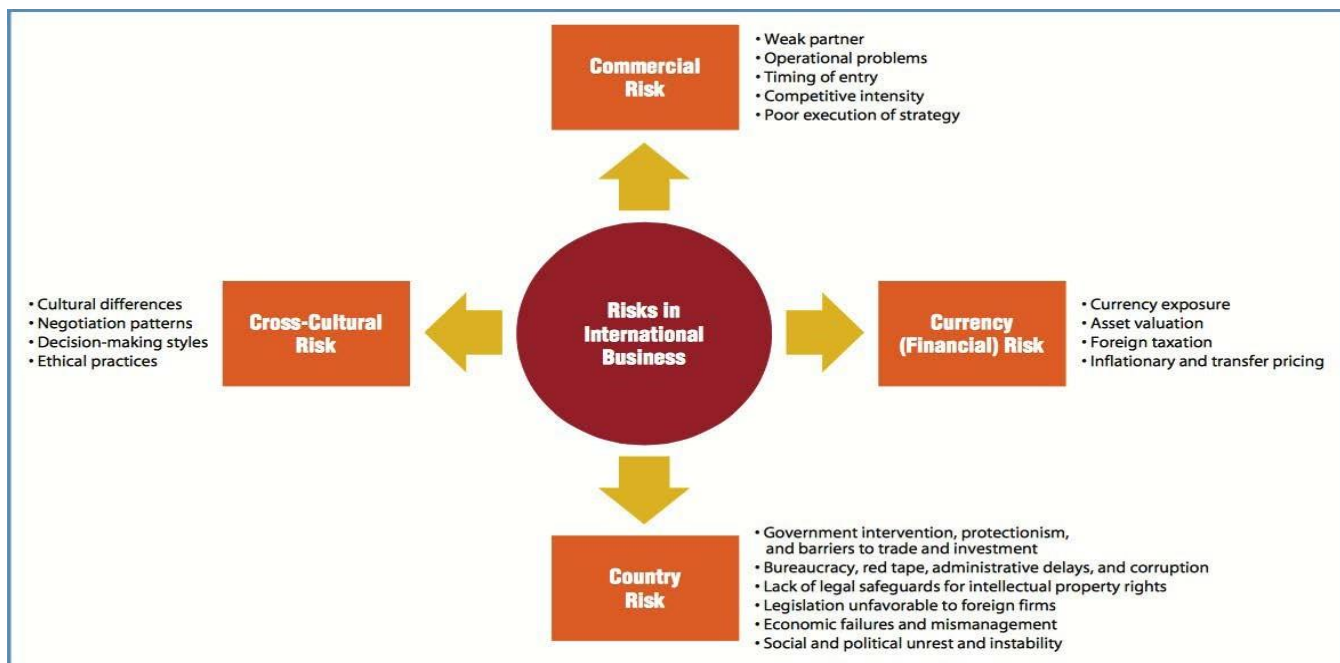


Figure 3. Risks in international business.

Trade, Knowledge of regulation act globally, knowledge to deal with cultural barriers etc (Yang et al., 2006).

1. MNEs always doing survey to analyze the employee mind-set
2. Well organize training and development programmes.
3. Cultural activities should be done for the welfare of employee
4. Motivation of employee is necessary
5. Good leadership should be there
6. Understanding between senior and subordinates.
7. Authority and responsibility equally delegated so that accountability can be define easily.

CONCLUSION

Employee and his mind-set to any organization is very important component to fulfil employee target which directly relate to organizational goals. With the help of training, motivational activities like yoga, cultural activities, seminars, conferences ,group discussion, Views exchange increase the mind-set of employee they feel confident towards their work. Better leadership is necessary for any business whether it is in domestic territory of a country or the business is running globally. Distance education learning programmes should also give the strength to the employee mind-set and to understand world better and increase their knowledge and key skills.

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