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## IMPACT OF CORPORATE SUSTAINABILITY ON EMPLOYEE COMMITMENT

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### ABSTRACT

Sustainability doesn't mean sacrificing profits or putting success on the backburner. Instead, it has become a crucial element to any organization's successful strategy. A business that doesn't factor in sustainability risks is less successful in several measures, including profitability, growth, and employee retention. Unlike previous studies that examine the direct effect of employees' commitment on corporate sustainability, this article examines a mediated link through three major items in corporate sustainability which are economic, social and environment. Therefore, this paper is designed to investigate the employees' commitment towards the three important roles of corporate sustainability. The next section starts by the literature review, the methodology and analysis of results follow. Finally, discussion of results and conclusion are presented. Social exchange and social identity theory provide the foundation for predictions that the primary outcomes of corporate sustainability initiatives towards employees' commitments. The study used quantitative research techniques, and a sample population was selected from among participants who were single, married, or divorced, as well as from among female and male participants, using a simple selection approach. The questionnaire was based on the table of samples developed by Krejchie and Morgan (1970). 108 surveys were completed and returned out of 150 questionnaires that were given, for a completion and return rate of 100% in total. It was decided to use IBM SPSS version 23 for the analysis of the data.

**Keywords:** Corporate Sustainability, Employee Commitment