

SOS

Succeed or Sink

Depths & Heights of Business Sustainability



About the study

This six-month long study that started in February 2009 was conducted by SHRI Research Centre. The objective was to understand the dynamics of business sustainability by focusing on 50 organisations (including SMEs, MNCs, large local and VWOs) operating in Singapore.

The study explores:

- a) How the global economic churning has affected their business;
- b) How organisations perceive business sustainability under the current business situation;
- c) The paradoxes and dilemmas that they are facing to stay afloat amidst global churning;
- d) What are some of the ways being adopted to survive and sustain well in the long run.

Business sustainability can be described as cohesively managing and integrating the financial, social and environmental facets of business. Businesses of all sizes can benefit from becoming more sustainable.

It is about balancing the **3Ps - People, Planet and Prosperity**.

As the national HR professional body of Singapore, SHRI responded to the call of duty to help organisations understand the depths and heights of business sustainability and there lies the genesis of this study.

For the purpose of this benchmarking research, we studied 50 organisations operating in Singapore. These include SMEs, large locals, MNCs and VWOs, ranging from 1 to 174 years having their origin in France, India, Japan, Malaysia, Mexico, Singapore, Sweden, Switzerland, UK and USA respectively.



What was found?

Organisations agree that the top three challenges faced by them during this economic downturn include - **how to** and **how much** to cut cost and **how to handle** situations that occurred due to the budget freeze on the client side, ensuring cash flow and matters related to employee engagement and continuity of trust between employer and employees.

When asked the reasons why businesses become unsustainable, organisations cited **poor leadership, resistance to change** and **bad governance** as the **top three** factors responsible for **business derailment**.

Learning Points

- Know the industry best practices and experiences shared by practitioners
- Know ways to remain sustainable
- Understand how the integrated business sustainability framework works

To find out more about the study, please contact Ms Jayantee via **+65 6438 0012** or email jayantee@shri.org.sg

Participating Companies

AP Communications Pte Ltd ○ Asia Polyurethane Mfg Pte Ltd ○ Atlas Sound & Vision Pte Ltd
Autodesk Inc. ○ Caelan & Sage Pte Ltd ○ Centre for Seniors ○ Discovery Networks Asia Pacific
EGYII ○ Europhia LLP ○ Fuji Xerox Singapore Pte Ltd ○ Givaudan Singapore Pte Ltd
Heatec Jietong Pte Ltd ○ iqDynamics Pte Ltd ○ Jason Electronics Pte Ltd ○ KH Security Agency Pte
Ltd ○ KTL Offshore Pte Ltd ○ MHC Asia Group Pte Ltd ○ NuVista Technologies Pte Ltd
Polaris Software Lab Pte Ltd ○ SG Net Fashion Development Pte Ltd ○ Teradata Corporation
TME System Pte Ltd ○ Yum! Brands Inc.
and more...

About Singapore Human Resources Institute (SHRI)

Singapore Human Resources Institute (SHRI) is the only not-for-profit professional HR body in Singapore, representing over 3,000 human resource professionals. Founded in 1965, SHRI is committed to promulgating and maintaining high standards of professionalism in human resource management and development.

About SHRI Research Centre

Being a professional organisation, SHRI requires the inputs and insights about the contemporary practices to stay ahead in the race for quality service. The very basis of the existence of the Research Centre at SHRI rests on revisiting human knowledge on different aspects of HR in the local as well as global arenas.

SHRI Research Centre has also repositioned its approach by focusing on Applied Research, conducting surveys and studies on contemporary sentiments and practices on pertinent human capital management issues. It has also joined hands with the Tripartite Alliance for Fair Employment Practices (TAFEP), Singapore Workforce Development Agency (WDA) and other reputed associations / universities / research firms like World Federation of Personnel Management Associations, Pacific Economic Cooperation Council, Australian National University, National University of Singapore, Boston Consultancy Group and many more to analyse the issues, produce results and reports for dissemination and discussion at conferences, seminars and various other forums.

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