

PERCEPTION OF NON- MANAGERIAL EMPLOYEES OF INDIAN REAL ESTATE INDUSTRY IN SUSTAINABLE DEVELOPMENT GOALS: AN EMPIRICAL STUDY

¹Parul Saxena,

¹Ph.D. Scholar, Mody University, Lakshamangarh 332311

Distt: Sikar (Rajasthan), India

parul.saxena9684@gmail.com,

²Dr. B.S. Rathore

²Professor, Mody University, Lakshamangarh 332311

Distt: Sikar (Rajasthan), India

bsrathore.sob@modyuniversity.ac.in

ABSTRACT: -

Background: Globally, researches are focusing on sustainable development transformation to resolve environmental, social and economic issues in a simultaneous in different sectors. In regarding to this, SDG- Sustainable Development Goals are considered as main global approach so far to progress global sustainable development. The Real Estate Sector is playing a significant role in the overall India's core infrastructure growth and development. This sector's growth is associated with enhancements in information technology, entertainment services, hospitality, economic services and retail services. The crucial factor responsible for the execution of SDGs in real estate sector is through increasing the awareness of the public and its employees.

Objective: The study assesses the non-managerial employees' perception in real estate industry of India toward achieving SDGs (Sustainable Development Goals) and identifies ways in which non-managerial employees can contribute to SDGs in real estate sector. Further, the study identifies sustainable management's role in the real estate industry concerning SDGs like no poverty, zero hunger, quality education, and gender equality.

Methodology: This study focuses on Quantitative study performed through primary data collection, analyses through SPSS 23.0 package tool. 121 non-managerial employees of real estate industries participated in this study. The data is collected and further identifies the perception of non-managerial employees based on Sustainable Management.

Findings and Conclusion: From the data analysis, it is revealed that SDG goals like quality education, no poverty, gender equality and zero hunger can significantly impacts real estate sector. Also, sustainable management in the Real estate industry must be enhanced. Finally, the study concludes that sustainable development is responsible for the enhancement of Real Estate sector through the implementation of SDG goals viz. quality education, gender equality, no poverty, zero hunger appropriately.

Keywords: SDGs (Sustainable Development Goals), Real Estate, No poverty, Zero hunger, Quality education, Gender equality.

1. Introduction

Indian real estate sector has the potential to attain extraordinary growth and subsidize India's development(Ingle, 2015). For the past few decades, there has a tremendous growth in these industries

due to several factors such as liberalization initiatives, foreign direct investments and sustained economic growth and approval for foreign direct investments (Shah & Gottipati, 2015). Alternatively, long - term sustainability has been a major issue in recent times in these sectors due to various reasons (Mangialardo, Micelli, & Saccani, 2018). Nations across the globe are keenly exploring approaches to facilitate the national sustainable development transformation to resolve environmental, social and economic issues in a simultaneous manner (Lu, Tsai, Shen, Lin, & Hu, 2020). United Nations introduced seventeen SDGs in year 2015 that stress's stakeholder's prominence and concentrate on transnational and cross-sectoral cooperation for sustainable development (Masuda, Kawakubo, Okitasari, & Morita, 2022). Sustainable development needs firms to embrace environmentally friendly practices, facilitate social responsibility and assure economic viability (Glass & Newig, 2019). A shared expression of stakeholders is required at a worldwide level that balances environmental, economic and social development (L. Fonseca & Carvalho, 2019).

At present, investigators have assessed the development of a few Sustainable Development Goals to changing degrees. Organization-level research identifies the role of corporate activities' in encouraging attainment of SDG (Boiral, Heras-Saizarbitoria, & Brotherton, 2019) and it also recognizes the primary elements which impact the SDGs achievement (Van der Waal & Thijssens, 2020). Moreover, sustainability performance of the firms is also evaluated (Khaled, Ali, & Mohamed, 2021). Correspondingly, numerous industries lack the essential expertise and competencies in sustainable practices. By encountering and recognising the proficiencies gap, industries should prepare workforces with knowledge and skills needed for incorporation of practices into operations effectively. A multidimensional concept to attain an improved quality of life for human beings is development. Environmental protection, social development and economic development are mutually supporting elements of sustainable development(L. M. Fonseca, Domingues, & Dima, 2020).

In this advanced world, organizations must attain sustainable development since it aids in responsibly resolving several issues. However, a gap is found concerning the knowledge and skills of workers and the proficiencies needed to commendably encounter forthcoming sustainability challenges. There are issues with accountability and governance oversight of organisations' SDG Disclosures. In reporting, value creation and beneficial benefits are typically given greater weight than value destruction and negative effects. As a result, only a portion of the information provided will be usable by the organisation, its financial backers, and other significant stakeholders. Investors use the data in making capital allocation choices which is further hampered by lack of assurance, the constrained scope of many present assurance engagements (Adams, Druckman, & Picot, 2020).

The development that fulfils the present needs without negotiating capability for future generations for satisfying their needs is called sustainable development (Brundtland, 1985). As well, SDGs are the essential factor associated with sustainable development (UN, 2015). The SDGs maintain social, environmental and economic development and realize themes like eradicating world poverty and providing equal access to everyone (Rosati & Faria, 2019). These goals positively contribute to the competitive advantage of firms (Sullivan, Thomas, & Rosano, 2018). The developing nation's context is credible for study since these countries are in search of policies and strategies for sustainable development. This in turn fosters the economic development and growth of a nation-state. Likewise, in those nations, real estate construction affects both the society and economy for instance through urbanization. Also, it is found that organizations can produce value through investing in those SDGs (Yamane & Kaneko, 2021). The critical factor responsible in the execution of SDGs is through increasing the awareness of the public and employees. Henceforward, the present study emphasizes the Indian RES and assesses the contribution of SDG in creating awareness and value among the

Non-managerial employees of those industries. Subsequently, from the outcomes of this inquiry, suggestions are provided for the sustainable management of the Indian real estate industry.

1.1 Research objectives

The objectives of the study are:

- To explore perception of non-managerial employees about the concept of SDGs (Sustainable Development Goals) through empirical study
- To study impact of SDG goals like zero hunger, no poverty, quality education and gender equality in real estate industry of India.
- To study the positive or negative impact about the concept of Sustainable Management.
- To identify any initiatives that can be taken by real estate industry to shift towards sustainable management and the involvement of employees level for the same.

1.3 Paper organization

The paper has been systematized as: initially, paper starts with introduction to the background of research, identification of problem and the research objectives of the investigation. The next section describes the previous scholarly works and research gaps identified in those existing studies. Then, the third section describes the research methodology, hypothesis, conceptual framework and research model of the study. The fourth section demonstrates data analysis and interpretation. Subsequently, fifth section deals with the discussion section. The paper ends with conclusion and future recommendations.

2. Literature Review

The SDGD (Adams et al., 2020) In accordance with the three most significant and popular reporting frameworks, recommendations give businesses and other organizations a new way to handle challenges associated with sustainable development. Apart from facilitating better effective and uniform transparency and reporting on the effects of social issues, climate change, and environmental factors, they also seek to lay down best practices for corporate reporting of SDGs. The recommendations were developed following a great deal of cooperation with experts in academia, sustainability, accounting and finance, asset owners and managers, framework and standard-setters, and civil society. The results of the consultation have been released. They facilitate the integration of the SDGD Recommendations with other significant reporting systems. The participants agreed that holding individuals responsible for adverse consequences is essential and value destruction.

For sustainable futures, non-managerial staff must be involved in internal environmental management system (EMS) development. Owner-managers of SME businesses should aggressively involve their staff in the process to ensure autonomy for originality and innovation. By creating formalised control instruments and utilising incentive and compensation mechanisms, they should build on the intrinsic values of their workforce. (Johnstone, 2021) study can shed light on potential issues with EMS implementation for ISO 14001 auditors.

The study (Valencia et al., 2019) examines five factors that practitioners and researchers should take into account while localising them:

- defining the city's boundaries;
- unified leadership;
- actors
- indicators
- synergy and trade-off

These factors are not exhaustive and interconnected but provide a crucial starting point for contemplation on difficulties & chances of collaborating with the global goals at local level. Paper's considerations include evidence-based reflection upon the factors which needs to be taken care of for a thorough and transparent design & implementation process of global agendas at local level. The research has made the case that the local boundary needs to be clearly defined and delineated to represent the local context's realities. Analysis of the processes and actors that will eventually be included and excluded with this boundary delimitation is necessary.

(Di Vaio, Palladino, Hassan, & Escobar, 2020) reviews the body of research on application of AI for the development of sustainable business models (SBMs). Quantitative overview of field's scholarly literature is given. The relationship between AI and quick advancements in machine learning and sustainable development has been covered in this study. The specific goal is to ascertain whether the area of computer science can impact producer & consumer behaviour to accomplish sustainable resource management. The study also tries to show how management systems that are knowledgeable (KMS) helped shift the culture toward using AI for SBM.

The purpose of the research (El-Haddadeh, Osmani, Hindi, & Fadlalla, 2021) was to shed more light on the potential benefits of BDA adoption in organisations for generating value and advancing the SDGs. The study used the framework of the TOE as its theoretical foundation to evaluate the influence of BDA adoption on creating institutional value for attaining the SDGs. The study concentrated on the role of senior management in these organisations as well as crucial elements that would make it easier to apply BDA in this situation. According to a poll of UK-based managers with BDA expertise, the framework was experimentally evaluated. The outcomes supported the idea that BDA's technical engine should be coupled with the backing of upper management to hasten organisational adoption.

To determine whether practices for workplace performance are impacted by well-being and security of an employee and whether there is a connection between these practises and job functioning, (Pathirana & Chandrasekara) study will examine how well one accomplishes their job among non-managerial workers in the textile industry in the *Kegalle* District. Four security and wellness practices at the workplace, including overall, industrial risk management, security instruction, hazards information systems, and personal protective equipment, were identified by the researcher as affecting employee job performance. Four possibilities were developed based on these characteristics to accomplish the research goals.

(Kumari, Abbas, Hwang, & Cioca, 2022) study looked at how employees' emotional intelligence played a mediating role in the connection that servant leadership (SL) & organisational citizenship behaviour (OCB) have. The findings demonstrate that SL significantly improves employees' OCB. The results are in line with earlier research that connected SL to employee engagement, loyalty, higher productivity, and initiative service behaviour, identifying it as a crucial element to encourage OCB in workers. Utilising the five pillars of planet, people, prosperity, peace and collaboration, 2030 Agenda seeks to execute SDGs and targets. 30 participants were interviewed for a study (Tremblay, Fortier, Boucher, Riffon, & Villeneuve, 2020) that used a quantification system to categorise SDGs and goals. The findings demonstrated that there were synergies between various targets and that more similar targets led to more favourable interactions. This discovery can aid in the application of a systemic approach for coherent policy analysis in sustainability.

It's difficult for business schools to completely understand their contribution to sustainability and the SDGs. They frequently miss out on opportunities and lack the skills necessary for that function. The rate of development has been modest despite increased interest, particularly when contrasted to the business sector they instruct students in. Over the coming ten years, the management education sector will need to make crucial decisions to stay relevant and avoid being replaced. The ability of a business education programme to prepare graduates to think about business and make money in novel ways, balancing social and environmental goals with financial advantages, will determine the program's success. To keep up with the quickly evolving environmental and business scene, business schools must become more entrepreneurial and agile (Weybrecht, 2017).

2.1 Research gaps

The study (Di Vaio et al., 2020), takes the perspective of SDG into account concerning AI and SBMs is another constraint. However, the construction of the studies hypotheses is not supported by the use of primary data. Hence the primary data investigation is necessary to analyse the SDG goals in any kind of sector. The results can't be generalised because according to (El-Haddadeh et al., 2021) the sample only included respondents from one specific states. To undertake a cross-comparison, future studies should target companies in different nations. In addition, the analysis unit for this study focused on organisational viewpoints rather than cross-cultural challenges. Because of this, general conclusions from the study should be drawn with care. The limitations of study must be taken into account when interpreting the results (Grainger-Brown & Malekpour, 2019). In addition to that, no more study is clearly focused on the SDG goals of quality education, no poverty, gender equality and zero hunger, considered as the significant needs of every person. Primary data is necessary to identify the perception of employees of any kind of sector. However there is no more study focusing on real estate sectors for analysing the SDG goals.

3. Methodology

Precisely, the procedure through which academics choose to explain, describe and forecast phenomena is known as the research methodology (Goundar, 2012). The present examination embraces the quantitative research analysis method and the primary data collection method. Since this study incorporates only non-managerial employees of the Indian real estate sector researcher is using a purposive sampling technique to recruit samples for this study. The sample size of this study is 121. The instrument used to gather data from 121 respondents of the study is questionnaire. Then, gathered data has-been analysed and evaluated with the aid of SPSS (Statistical Package for Social Science) software.

3.1 Research Hypothesis

H₀₁: There is no significant impact of sustainability development goals like no poverty, and zero hunger, in real estate industry

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H₀₂: There is no significant impact of sustainability development goals such as quality education in the real estate industry

H₂: There is significant impact of sustainability development goals such as quality education in real estate industry

H₀₃: There is no significant impact of sustainability development goals like gender equality in real estate industry

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H₀4: The non-managerial employee’s perception shows no positive impact towards sustainable management in the real estate industry.

H₄: The non-managerial employee’s perception shows a positive impact towards sustainable management in the real estate industry.

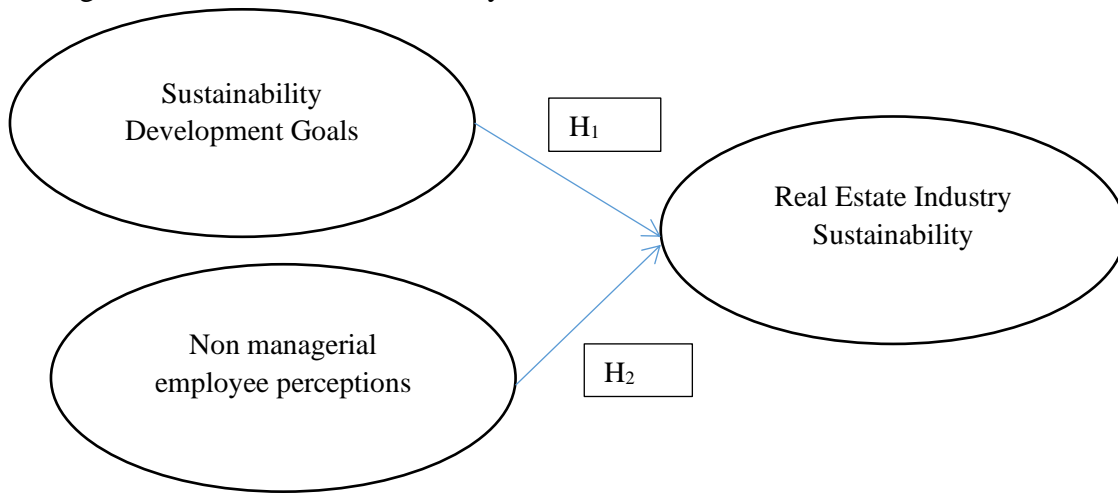
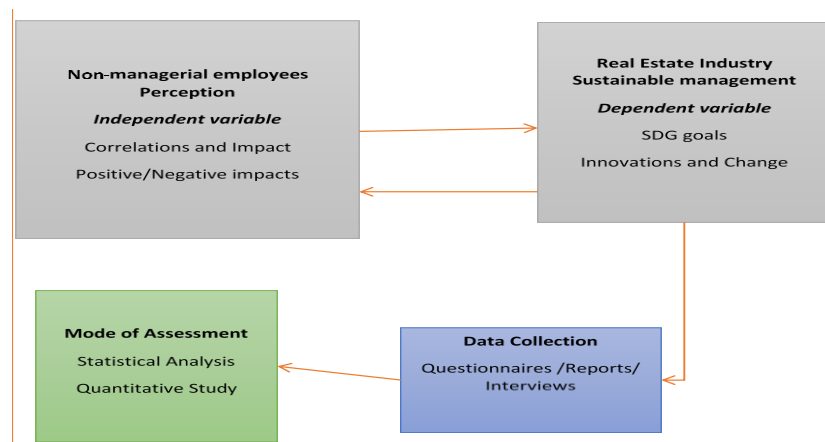


Figure 1. The Conceptual Framework



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- H1:** There is a significant impact of sustainability development goals like no poverty, and zero hunger, in real estate industry
- H02:** There is no significant impact of sustainability development goals such as quality education in the real estate industry
- H2:** There is significant impact of sustainability development goals such as quality education in real estate industry
- H03:** There is no significant impact of sustainability development goals like gender equality in real estate industry
- H3:** There is a significant impact of sustainability development goals like gender equality in real estate industry
- H04:** The non-managerial employee’s perception shows no positive impact towards sustainable management in the real estate industry.
- H4:** The non-managerial employee’s perception shows a positive impact towards sustainable management in the real estate industry.

4.3 Correlation analysis

A statistical method for measuring and evaluating direction & strength of the linear relationship between two continuous variables is correlation analysis. Outcomes of correlation test analysis are depicted in Table 3.

Table 3. Correlation analysis

Correlations	NPZH	QUED	GNEQ
NPZH	1	.680**	.684**
QUED	.680**	1	.678**
GNEQ	.684**	.678**	1

There is strong correlation between the variables "No Poverty and Zero Hunger" & "Quality education," as indicated by the correlation coefficient of 0.680. The maximum value for a positive correlation is 1, which is near to this value. It implies that these two variables have a nearly perfect linear relationship. The variables have a very strong relationship, as analysed by the correlation coefficient of 0.684. "No Poverty and Zero Hunger" and "Gender Equality" This value is nearly equal to 1, the highest value for a positive correlation. It implies that these two variables have a nearly perfect linear relationship. The variables have a strong relationship, as indicated by the correlation coefficient of 0.678. Both "Equality of Gender" and "Good Education" The maximum value for a positive correlation is 1.

4.4 Regression

A statistical method that is crucial to data analysis and research in many different domains is multiple regression analysis. By enabling researchers to look at the connections between multiple independent variables and a dependent variable simultaneously, it goes beyond basic linear regression. For predictive modelling, multiple regression is useful. Researchers can forecast the dependent variable as per the values of the independent variables by creating regression models. This helps with forecasting and decision-making in industries like marketing, finance, and healthcare.

Table 4. Regression analysis

ANOVA	Sum of Squares	df	Mean Square	F	P value
Regression	55.013	2	27.506	73.836	0.00
Residual	44.332	119	0.373		
Total	99.344	121			
Coefficients	B	Std. Error	Beta	t	P value
(Constant)	0.407	0.315		1.294	0.198
QUED	0.411	0.086	0.4	4.799	0.00
GNEQ	0.447	0.09	0.412	4.946	0.00

From the table 4 above, the regression coefficients can be formed as below

Y (No Poverty and Zero Hunger) = 0.407 + 0.411 x Quality Education + 0.447 x Gender Equality.

4.5 Cross tabulation

A technique for examining and summarizing the relationship between two or more categorical variables in a dataset is cross-tabulation. A statistical method for assessing whether two categorical variables are significantly correlated or independent is the chi-square (χ^2) test. In a cross-tabulation, it measures the discrepancy between the expected and observed frequencies. Researchers can use the test to determine whether any relationships they find are statistically significant or if they could just be the result of chance.

Research Hypothesis 1

Null hypothesis: There is no significant impact of sustainability development goals like no poverty, and zero hunger, in the real estate industry

Alternate hypothesis: There is a significant impact of sustainability development goals like no poverty, and zero hunger, in the real estate industry

Table 5. Cross tabulation- NPHZ

NPZH	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	0	0	1	0	1
Disagree	4	1	0	0	5
Neutral	2	3	5	1	11
Agree	0	2	36	20	58
Strongly Agree	0	2	12	32	46
Total	6	8	54	53	121
	Value	df	P value		
Chi-Square	99.816a	12	0.00		
Likelihood Ratio	63.435	12	0.00		
Linear-by-Linear Association	44.365	1	0.00		

A highly significant outcome is indicated by chi-square test from Table 5 with p-value of 0.00. The probability of getting observed data or more extreme results when null hypothesis is true is represented by p-value in statistical analysis. Assuming that there is no independence between the variables, p-value of 0.00 indicates that there is essentially no chance of obtaining observed data, or something more extreme. It is standard practice to round a p-value of 0.00 from a very small value, like 0.0001. It demonstrates how strongly the evidence deviates from the null hypothesis. To put it another way, the outcome is extremely unlikely to happen by accident. With p-value of 0.00, the results shows the null hypothesis is rejected.

Research Hypothesis 2

Null hypothesis: There is no significant impact of sustainability development goals such as quality education in the real estate industry

Alternate hypothesis: There is a significant impact of sustainability development goals such as quality education in the real estate industry

Table 6. Cross tabulation – Quality Education

Quality Education	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	0	1	0	0	1
Disagree	3	2	0	0	5
Neutral	1	2	4	4	11
Agree	0	0	24	34	58
Strongly Agree	0	0	10	36	46
Total	4	5	38	74	121
	Value	df	P value		
Chi-Square	112.773a	12	0.00		
Likelihood Ratio	58.566	12	0.00		
Linear-by-Linear Association	43.915	1	0.00		

A highly significant result is indicated by a chi-square test with p-value of 0.00. If null hypothesis is correct, p-value in a statistical analysis of Table 6 depicts likelihood of getting the observed data or more extreme outcomes. Assuming there is no association or independence between variables, a p-value of 0.00 indicates that there is essentially no chance of obtaining observed data, or something more extreme. It is standard practice to round a p-value of 0.00 from a very small value, like 0.0001. It demonstrates how strongly the evidence deviates from null hypothesis. To put it another way, the outcome is extremely unlikely to happen by accident. The findings indicate that the p-value is 0.00. Consequently, null hypothesis is disproved.

Research Hypothesis 3

Null hypothesis: There is no significant impact of sustainability development goals like gender equality in real estate industry

Alternate hypothesis: There is a significant impact of sustainability development goals like gender equality in real estate industry

Table 7. Cross-tabulation analysis –Gender equality

Gender equality	Disagree	Neutral	Agree	Strongly Agree	Total
Disagree	3	2	0	1	6
Neutral	1	1	5	1	8
Agree	0	2	22	30	54
Strongly Agree	0	0	11	42	53
Total	4	5	38	74	121
	Value	df	P value		
Chi-Square	77.019a	9	0.00		
Likelihood Ratio	48.532	9	0.00		
Linear-by-Linear Association	42.048	1	0.00		

Table 7 depicts the chi-square test results, which shows highly significant result with p-value of 0.00. The probability of getting observed data or more extreme outcomes when the null hypothesis is true is represented by the p-value in statistical analysis. A p-value of 0.00 indicates that, assuming no association or independence between the variables, there is essentially no chance of getting the observed data—or something even more extreme. It is common practice to round a p-value of 0.00 from a very small value, like 0.0001. It indicates that the null hypothesis is strongly refuted by the evidence. To put it another way, the outcome is extremely unlikely to happen by pure chance. The findings show that the p value is 0.00, As a result, the alternative hypothesis is accepted and the null hypothesis is rejected, leading to the conclusion that the real estate sector is significantly impacted by sustainability development goals such as gender equality.

4.6 ANOVA

Statistical method, Analysis of Variance (ANOVA) has been used to analyse data and ascertain whether the means of two and more groups or treatments differ significantly from one another. It

assists researchers in comparing group means and determining whether observed data variations are the product of random variability or true differences.

Research Hypothesis 4

Null hypothesis: The non-managerial employee’s perception shows no positive impact towards sustainable management in the real estate industry.

Alternate hypothesis: The non-managerial employee’s perception shows a positive impact towards sustainable management in the real estate industry.

Table 8. ANOVA test

ANOVA	Sum of Squares	df	Mean Square	F	P value
Between Groups	6.887	4	1.722	2.165	0.077
Within Groups	92.254	116	0.795		
Total	99.140	120			

Less significant differences between the groups or treatments under comparison are indicated by an ANOVA analysis with F-value of 2.165 and p-value of 0.077. The extremely low F-value depicts that the means of the groups under investigation differ significantly. Stated differently, it is improbable that these discrepancies are the result of sampling variability or chance. It can be inferred from Table 8's results that the null hypothesis is accepted. hence stating that the non-managerial employee's perception shows no positive impact towards sustainable management in the real estate industry.

4.7 SEM analysis

SEM and Path Analysis are advanced statistical techniques used to model complex relationships among variables. They are commonly used in fields like social sciences, psychology, economics, and other disciplines where researchers want to understand intricate patterns and causal relationships within data.

Path Analysis:

Path Analysis is a precursor to SEM and is a simplified version of it. It focuses on exploring direct and indirect relationships between variables in a causal framework. Path analysis creates a diagram that represents the hypothesized relationships between variables, with arrows indicating the direction of influence. This method allows us to quantify and assess the strength of each direct and indirect relationship.

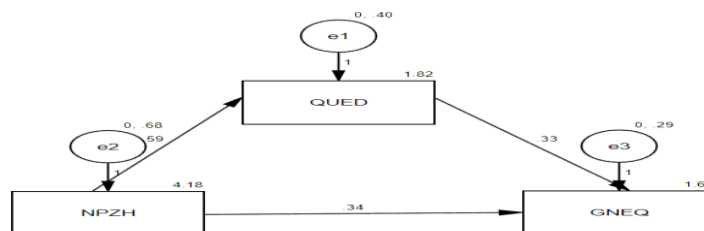


Figure 3. Path analysis diagram

Regression weights

Table 9. Regression weights of study variables

Variables	Influencing factor	Estimate	S.E.	C.R.	P
Quality Education	No poverty zero hunger	0.585	0.070	8.390	0.00
Gender Equality	Quality Education	0.327	0.079	4.154	0.00
Gender Equality	No poverty zero hunger	0.344	0.076	4.541	0.00

Table 9 above shows that every factor taken into account for the study—no poverty, zero hunger, gender equality, and quality education—has a major impact on reaching sustainable goals.

4.8 Confirmatory Factor Analysis

CMIN/Df (normed/relative Chi – Square): By reducing the influence of sample size on the model, find the difference between the fitted and sample covariance matrix. Less than five is the appropriate fit.

GFI (Goodness of fit): The adequate fit is greater than 0.90, which indicates the model's capacity to replicate the observed covariance matrix.

AGFI (adjusted goodness of fit): The adequate fit, is more than 0.90, as determined by adjusting against the degree of freedom.

RMSEA (root mean square of approximation): Using optimally selected but unknown parameters, define the model's efficiency to fit the population covariance matrix; an adequate fit is less than 0.10.

Table 10: Confirmatory factor analysis

S. No	Index	Adequate fit	Values
1	CMIN/Df	Less than 5	2.12
2	GFI	Greater than 0.90	0.924
3	AGFI	Greater than 0.80	0.836
4	RMSEA	Less than 0.10	0.08

According to Table 10 above, all of the index values for absolute fitness roughly meet the necessary requirements, such as CMIN/Df being $2.12 < 5$, GFI being $0.924 > 0.9$, RMSEA being $0.08 < 0.10$, and even AGFI being $0.836 > 0.80$ (Hooper et al., 2008). Therefore, it can be said that the model fits well.

2. Discussion

During the present global change, the real estate and construction sectors have to align their approach with the sustainable development goals and to surge one's scope to provide equal attention to the five P's namely partnerships, people, peace, prosperity and the planet. The entire building sector is

required to work towards the attainment of SDG for sustainable growth and development (Goubran, 2019). The demand and adoption of sustainability practices and principles have been rapidly surging in the real estate industries. Therefore, the present research analyses the role of SDG in creating awareness and value among the non-managerial employees of the Real estate sector in India. From the outcomes of ANOVA analysis in this inquiry, it is revealed that non-managerial employees of Real estate industries insight display that there is no positive effect on sustainable management in those industries. Hence, this research implies that there is a requirement for effective sustainable management in real estate Industries. Also, an existing study implies that the culture of respecting women and treating women equally can achieve the SDG associated with psychological well-being and physical health. This in turn acknowledged by the present study findings that gender equality progressively affects the Real estate sector.

Any country's economic progress relies on its Gross Domestic product (GDP). Indian economy is categorized into 3 sectors such as tertiary, primary and secondary sectors respectively. The most important among those sectors is the tertiary or service sector. The tertiary sector sub-divisions involve commercial real estate, trade, hotels, services and transport associated with defence, public administration, broadcasting, professional services and various amenities subsiding the share of 13.21 per cent in GDP, correspondingly (Ali, Modibbo, Chauhan, & Meraj, 2021). Also, India is one of the developing economies across the globe and to achieve economic growth, the citizens of those economies should receive quality education which is one of the SDGs. The findings in the present study also acknowledge that SDG like quality education and no poverty, zero hunger and gender equality positively impacts real industry sector. On the contrary, this approach is missing in developing nations in the Asian part of the world (Nishitani, Nguyen, Trinh, Wu, & Kokubu, 2021). Hence, it is advised to the government and individuals to take responsibility for achieving the SDG goals in the Indian Real estate industry. This in produces value creation and awareness among the workforce to attain SDG for sustainable growth of one's nation.

3. Conclusion and Future recommendation

This research is mainly focused on to analyse the non-managerial perception in regarding the SDG goals through empirical study. Since this study incorporates only non-managerial employees of the Indian real estate sector, a purposive sampling method used to recruit samples for the study. The sample size of the study is 121 non-managerial employees from real estate sector. Further it identify the role of sustainable management in the real estate industry concerning SDGs like no poverty, zero hunger, quality education and gender equality. The statistical analysis has been performed using SPSS 23.0. The findings concluded that there is a significant impact of sustainability development goals like gender equality, no poverty, and zero hunger and quality education on real estate industry. The study shows higher internal consistency of scale, obtained from reliability tests. Every study has a few limitations, and so does the present research. The sample size of the study is limited to 121 and the samples of the study are drawn from Real estate sector which neglects other sectors in India. Non-managerial employees in the Indian real estate industry can actively contribute to achieving SDGs by taking ownership of sustainable practices, promoting inclusion and equality, and collaborating with stakeholders to drive positive change. Their active involvement is vital for the industry's long-term sustainability and alignment with global development goals.

In future, it is recommended to investigate other emerging sectors such as transport and trade services in both underdeveloped and developing nations.

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