

# The Relationship between Psychological Well-Being and Sustainable Corporate Strategies: A Typological Approach

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## ABSTRACT

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Psychological well-being is an important factor in optimal functioning for individuals and organizations. It is associated with a number of positive outcomes, such as increased productivity, improved health, and decreased stress. Sustainable corporate strategies are those that are designed to protect the environment and promote social equity while also generating profits. They are becoming increasingly important as businesses face pressure from stakeholders to operate in a more responsible way. This study explored the relationship between psychological well-being and sustainable corporate strategies using a typological approach. A sample of 1,110 respondents completed the Ryff Scales of Psychological Well-Being and a self-assessment questionnaire about their attitudes towards sustainable corporate strategies. The results of the study revealed six personality types: Dependent under-controller; Accepting under-controller; Independent under-controller; Understanding over-controller; Accepting over-controller; Independent over-controller. These personality types were found to be associated with different levels of support for sustainable corporate strategies. The results of this study prove that there is a positive relationship between psychological well-being and support for sustainable corporate strategies. Individuals who have higher levels of psychological well-being are more likely to be supportive of sustainable corporate strategies because they believe that they are the right thing to do and that they can make a difference. This study has important implications for businesses that are considering adopting sustainable corporate strategies. Businesses that want to gain support for their sustainable corporate strategies should focus on creating a work environment that promotes psychological well-being. This can be done by providing employees with opportunities for autonomy, mastery, growth, relationships, purpose, and self-acceptance.

**Keywords:** Psychological well-being, sustainable corporate strategies, typology