



**International Conference on Latest Trends in Engineering,
Management, Humanities, Science & Technology (ICLTEMHST -2022)
27th November, 2022, Guwahati, Assam, India.**

CERTIFICATE NO : ICLTEMHST /2022/C1122990

**INFLUENCE OF PERSONAL VALUES AND GOALS ON ENTREPRENEURS'
CONTENTMENT WITH BUSINESS SUSTAINABILITY**

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ABSTRACT

As the recent tendency of career management has changed, companies have supported progressive career management and development of their employees internally. And strengthening job crafting is an effective activity not only to improve the work efficiency of the organizations but also to improve the job satisfaction and wellbeing of their employees. In these backgrounds, this paper aims to explore the components of job crafting for the multinational employees in order to emphasize the importance of job crafting and empirically analyze the influential relationship in terms of career success through career commitment and career attitude. Based on literature review the job crafting was defined with three components; task crafting, relation crafting, and cognitive crafting.