

EVALUATE THE ROLE OF JOB SECURITY AND BENEFITS AS PRIMARY MOTIVATORS FOR TRADE UNION MEMBERSHIP

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Abstract: *Trade unions are indispensable in the fight for workers' rights in the current world scenario characterized by the feminization of the workforce, flexible employment relationships, neo-liberal economic policies, globalization, computerization of the workplace, and the role of new technologies. The first of these shifts is best summarized by the increased job insecurity, low wages, and meager protections from which most workers suffer in the face of globalization and automation today. This paper looks at how these trade unions address them through bargaining for change and policy change, asking questions such as bargaining for better working conditions, wages, and terms of employment and services such as maternity leave and health care enhancements. Using case studies and analyzing changes in legislation, the research proves that unions further significant improvements such as better wages, more extended maternity leave, improvement in workplace health, and more, leading to a sounder labor market. This reminds unions that the future remains new and requires embracing technology and promoting crews' policies to safeguard workers from new challenges within the labor market.*

Keywords: *Job Security, Trade Unions, and Employee Benefits.*

Introduction

The reason is that in the contemporary labor market- a setting characterized by economic uncertainty, rapid technical change, and growing job insecurity- job security and fringe benefits have become decisive factors in shaping union membership. In the work environment of the hospitality industry, long working hours, excessive demands from the job, a lack of training, organizational politics, emotional dissonance, the performance of the same task in confined spaces, the stress of work-family conflict, and high turnover rates along with dysfunctional customer behavior are every day in front-line service jobs (Altinay et al., 2019).

People may feel out of control or exhausted when entering the industry for the first time and face harsh working environmental conditions. As such, previous studies suggest that employees' perceptions of role overload will negatively affect their work attitudes and behaviors (Altinay et al., 2019). Furthermore, job security has already been considered one of the significant employment issues in the last 20 years in Western societies, while this issue has not been examined until recently in Eastern societies. Employees have experienced job insecurity in the workplace caused by various rapid organizational changes, such as outsourcing, mergers and acquisitions, downsizing, and restructuring (Kim Shin & Kim, 2023). In that respect, labor unions have evolved from their original formation, which aimed at fair pay, job safety, and workers' rights, into tackling these new challenges. Such a turn has begun to take precedence as employees become more concerned with job security and benefits to diffuse the turbulence in the job market, the rise of contract jobs, and economic insecurity.

Trade Union Trends Overall, union membership trends are not uniform globally. While union membership has fallen for all purposes in the Western World, the extent of involvement in some developing countries is considered different. In fact, from the 1980s until 2021, union membership declined from an estimated 20% of workers to about 10.3%. This is partly a result of the decline in manufacturing jobs and the increase in service-related employment, as well as those in the technology sector, which are less unionized. In contrast, Scandinavian countries like Sweden and Denmark have over 60% union membership because the unions work towards policies that protect job security and benefits and cooperate with employers. The relevance of the unions is therefore brought back in excellent form, considering that contract and part-time employment have risen across Southeast Asia, including Malaysia. In this way, the unions have pressed harder for job security. As the International Labor Organization (2020) admits, this does bring back the relevance of the unions in the form of demands for job stability and health benefits in a changing labor market.

This worldwide trend shows that employment security and benefits are the actual drivers for unionization. Besides this, unions can also be an excellent voice for an organization representing the workforce. They are suitable promoters of their member's welfare and peacemakers within the workplace. Unions allow workers to communicate and bargain about salary, benefits, occupation safety, and problem standards that the employer must follow. With the support of an efficient trade union, satisfaction and loyalty on the part of the employees may increase. Efficiency in a trade union could also enhance an organization's efficiency as long as there is respectability and a positive atmosphere (Rahim, 2020).

This proves that unions still matter for three reasons. Unions also negotiate wages, which indirectly influence working conditions, but they also directly manipulate fringe benefits,

productivity, job allocation, distribution and security, and participative practices (Naidu & Schoefer, 2024). Freeman & Medoff (2019) argue that they also affect the employment conditions of non-union- union members through spillovers, contract extensions, and employer reactions to the environment in which unions exist. Furthermore, the determinants of union membership are usually viewed as an essential foundation of union bargaining power. This has become a recent tradition, reflecting renewed interest in the economic analysis of unions over the last several years. Not, however, a "shovel-ready index of union power, Freeman & Medoff (2019) have been discussed and debated at length.) Even national union memberships may or may not include paraprofessional employee associations that act like unions by representing the interests of employees and engaging in collective Bargaining Freeman & Medoff (2019). But most observers will exclude unions that are employer-dominated or staff associations that eschew collectives in favor of representation on an individual basis and do not seek a role in negotiations, or organizations primarily composed of self-employed persons.

Thus, this research would show that the workers most inclined to unionization based on job security and good workplace benefits are the same ones whose employment safeguards may lag in terms of part-time or contract-based work (Visser, 2021). This research-based and statistical study uses examples from the economics literature and cross-national experience to discuss job security, employee perks, and union membership. We give the first-ever study identifying the trends and issues they must address while promoting job security and other human capital safeguards. We also provide new insights on unions' shifting missions and flexible responses to current labor market circumstances.

Concepts

In association with other employee benefits and trade unions, employment security significantly contributes to improving fair employment practices, particularly in the Ministry of Education. It is more important for employees in the education sector to have their jobs secured than the energies focusing on giving the best education without occasional threats of refusing service jobs. For instance, U.S. education sector teaching and non-teaching employees demanded remote working provisions and anti-layoff measures during the COVID-19 pandemic (ILO, 2020; UNESCO, 2021). Consequently, unions in Australia obtained protective provisions preserving payments to casual and part-time education workers who are most vulnerable to a scarcity of jobs in a slump (Education International, 2021).

Employee benefits in education, health insurance, pensions, training, and development all imply educators. The findings obtained from the research done between 2018 and 2024 reveal that unions in the education sector help achieve these advantages. By promoting salaries and career development, the Finnish Education Union (OAJ) negotiated for more state funds for continuing professional development, indicating a more forward-looking approach to teachers' training in unions (OECD, 2022). Similarly, in Canada, teachers' unions demanded and succeeded in obtaining improved provisions for mental health services for teachers who became under immense pressure from the pandemic in their workplaces as part of an adaptable dynamic taxi omer employee benefit in education (Education Canada, 2022). There is also collective Bargaining in learning institutions; individual trade unions fight for better working conditions as well as better input, which will, in turn, produce better teaching results. For instance, the Chicago Teachers Union (CTU) threatened to go on a major strike in 2019, which reached agreements addressing class size, support staff, and teachers' pay, meaning that unions

can effect structural change as Freeman and Medoff (2019) support. Also, unions in developing countries have associated themselves with international organizations in the fight against injustice; for instance, the sub-Saharan region teaching unions have relied on ILO's assistance in advocating for fair market remunerations to contract teachers (Visser, 2021).

When addressing international concerns, education unions have sometimes ensued leadership in fundraising for education facilities and technologies. Employers in India also demanded alarms to help resources for satisfactory remote learning for disadvantaged students during the pandemic (UNESCO, 2022). It is emerging more so in this period that unions have to have a voice and stand for justice and protection of educators and students from automated systems and other economic transformations. These efforts demonstrate the effectiveness of trade unions as important resources for the education workforce and improved global education outcomes.

The Challenges Faced by Organizations in Maintaining Job Security.

Maintaining job security in fluctuating economic conditions is a complex challenge influenced by interwoven factors such as economic volatility, technological disruption, and shifting employment paradigms. These challenges have grown more pronounced after global crises like the COVID-19 pandemic, ongoing geopolitical tensions, and the rapid pace of technological innovation. These factors affect organizational decision-making and reshape the global labor market.

Economic Volatility and Workforce Restructuring

In turn, unemployment remains one of the most significant risks to employment in terms of stability (Benedict, et al., 2025). Covid-19 and other major events, such as the war between Russia and Ukraine, have put unprecedented pressure on finances worldwide. COVID-19 shifted business operations and traveling, and detailed changes impacted global supply networks and downsized the travel, hospitality, and retail industries (ILO, 2023). For instance, in 2020, more than 114 million full-time jobs were eliminated worldwide, and women and youths took the blame because they dominate the precarious sectors (ILO, 2023). Moreover, political situations have also acted by raising inflationary energy tendencies that have become real burdens to various firms. Under these pressures, organizations slash spending by adopting mechanisms that freeze hiring, lay off employees, and reorganize to stabilize their operations. These strategies, though, mean that while they solve short-term problems, they reveal the vulnerability of conventional employment and call for long-term organizational solutions, including securing future revenues and organizing for financial defense.

Changes in the economy also put businesses under pressure in terms of flexibility. SMEs stand to be affected the most because they cannot sustain themselves during a prolonged downturn. To these businesses, government support programs – employee subsidies or guarantees and cheap credits – have been vital in reducing working losses during adverse economic situations (World Bank, 2022). However, over-reliance on such external aid underscores the need for aggressive internal measures in anticipating and retaining a stable workforce.

Technological Advancements and Job Displacement

Automation and AI integration have advanced very fast, followed their course and reached the world of the workplace (Babashi et al., 2024). These improvements keep efficiency high while

reducing the frequency of operations; however, workers are replaced in occupations that require repeated motions. For example, in retail shop LOS, the cashier now has to compete with self-checking machines; instead of dramatic service givers, conversational chatbots are used in many organizations (World Economic Forum, 2023). At the same time, technological dynamics that have penetrated various geographical locations and training levels have called for higher job security disparity. Those who have yet to learn or train in technology are most likely to become unemployed. According to the World Economic Forum (2023), Automation, via the advanced use of technology in place of human resources in places of work, may cost more people their jobs, while by 2025, the world market is expected to create 97 million new jobs that will require digital professional level and higher technology knowledge. As such, this shift focuses on the upskilling and reskilling paradigms that rely on the readiness of the staff for the challenges soon.

Similarly, on the same note as above, technologies that have been developed also have their corresponding ethical dilemmas. For instance, artificial intelligence that is used in the assessment of employment applicants or the promotion of workers' performance can help affect discrimination against specific providers on the grounds of race, gender, or socio-economic status (ILO, 2023). It is high time that methods for organizational ethical standards had to be established so as not to make technology act against equality. Hence, governments and businesses should collaborate in policies concerning the utilization of AI and access to digital skills training.

Evolving Employment Models and Precarity

Gig and contract work is a new model of employment that replaces the traditional model of employment (Lo, & Kun-Lin, 2024). That independence is good for employers and workers, but generally, it means little job security, steady pay cheques, and little control over stable health care, pensions, and vacations. For instance, gig workers on Uber, apps, and Fiverr frequently have income swings and do not enjoy employee status (Indeed, 2024). Existing patterns of insecure employment are mirrored even in specialized fields, including higher education, where contingent and short-term adjunct employment dominates. These mechanisms provide choices to employers but present insecurity to employees about their future career mobility and employment income. New labor relations thus need to open up and expand the floor for coverage to the incidental working population as precarious work rises, as proposed by ILO in 2023.

Solving these problems requires new approaches, including portable benefits regimes, which would enable people in paid work to build up certain kinds of benefits irrespective of the nature of their status. Moreover, the development of more flexible working arrangements and the provision of some security working arrangements can help to increase employment equity. It should also involve came and organizations in order to promote sound labor relations laws for gig workers since they are a part of the formal economy and be granted fair wages, benefits, and avenues for grievances,

Benefits as Primary Motivators for Trade Union Membership.

On the other side, in the statement made by Young (2021), the function of trade unions annually claims the rights of the employee, such as work conditions must be better, and vacations must be longer. For instance, offer more days off during childbirth, create a proper working climate,

amenities, and tools. The policy of maternity leave is discussed in the article by Chau, C. (26 March 2021). The title of this particular article is Women Trade Union Group in Malaysia Calls For 98 Days of Maternity Leave. These issues explain that trade unions speak out on members' right to ninety-eight days of maternity leave. In addition, trade unions also strive to increase workers' pay and safeguard their jobs for members. For instance, this one: Malaysian Airline System Bhd versus Ismail Nasaruddin Bin Abdul Wahab Farikullah, H., Heng, L., & Jjca, G. M. (2021). This case is about defending one's job, which requires Ismail Nasaruddin Bin Abdul Wahab to be a trade union member. It is not fake, and it occurred in Malaysia. African Poverty is absolute and descended upon Malaysians through political instability.

Overall, the trade union is available to testify of an employee or become an intermediary between an employee and an employer in an endeavor to fight for the employee's rights. Self and group interest in the context of trade unions are important for both parties Shah, F. (2022). That is why the trade union benefits both sides – they share benefits. For employees, the union deals with better working conditions in an organization. It can represent its members in legal issues with the employer (especially in cases where the employee is dismissed without just cause or where they are in an unfair position). Trade unions can solve disputes between employees and employers, not taking as much time and money as the trial does. It becomes common to have parties winning in mediation since they find something satisfactory to agree on. Trade unions can present members' collective complaints to seek legislative amendments or changes in trading practices if those conditions are met.

On the other hand, for employers, trade unions can help the firm recruit. Negotiating between conflicting employees is convenient for companies because it reduces their time to deal with conflicts. Trade unions provoke workers by fighting for better health of the trade practices and trade education related to wage earners. This may improve the productivity level of the industry. Unions are central in the fight for workers in a larger society to have improved working conditions and rights. Trade unions have several advantages that can motivate workers to join the union; these include: These effects may improve employment security and working conditions and provide employees with collective bargaining power over employers.

Protection Against Discrimination

Workers can also join trade unions to preserve their rights and avoid discrimination, exploitation, and unfair treatment at work by employers or management. Favoritism and salary discrepancies based on race, religion, gender, and other prejudices are serious issues (Hamidah Md Yusop & Hassan, 2020). A famous example is the case of Sea Firebricks, where employees performing identical activities were paid differentially based on gender. This blatant example of injustice emphasizes the significance of combating workplace discrimination. Workers who join trade unions receive a platform to advocate for fair and equitable treatment. Additionally, trade unions guarantee that employees' rights are protected within organizations. According to Ahmad et al. (2019), these rights include the capacity to express thoughts and issues through appropriate channels made possible by union membership. Employees have access to perks and the opportunity to participate in corporate decision-making processes. Trade unions operate as watchdogs, ensuring that their members are not abused. Furthermore, being a trade union member offers workers an important support network. Unions advocate for their members when they are mistreated. Finally, establishing a trade union gives workers the security and empowerment they need to combat inequities.

In addition, trade unions will educate and enlighten workers on their rights and protect them so that their employers do not take them for granted. Trade unions have a large number of supporters, including activists and experts. Workers will gain significantly if they are involved in a dispute or are mistreated by their employers. Unions also protect employees who encounter workplace discrimination based on their origin, color, gender, religion, or other factors (Mohd et al., 2022). Discrimination also covers issues encountered by union members, such as sexual harassment by coworkers. Gender discrimination is frequent, particularly in high-risk occupations like construction, where most workers are men. As a result of trade union action, workers will not experience discrimination, and trade unions will ensure that people work in a healthy atmosphere where they respect one another (Stevenson, 2018).

Unions' Role in Improving Wages, Benefits, and Work-Life Balance for Workers

Trade unions have historically played an important role in pushing for fair salaries and improved working conditions, particularly in the manufacturing and construction industries, where employees are frequently underpaid and endure difficult working circumstances. According to Schnabel (2021), unions have addressed numerous power imbalances between companies and employees, ensuring that workers are compensated fairly and treated decently. Collective Bargaining has resulted in considerable benefits for workers beyond earnings, such as paid holidays, health insurance, sick pay, and policies that promote a good work-life balance. For example, union efforts helped to develop the standard 8-hour workday and weekend off, allowing employees to combine their jobs with personal and family duties. This emphasis on work-life balance is becoming increasingly important and linked to employee well-being and job satisfaction (Croke et al., 2019).

The COVID-19 pandemic further underscored the importance of flexible work arrangements, leading unions to advocate for remote and hybrid work options. This shift has empowered workers with more autonomy in managing their schedules, making it easier for those with family or caregiving duties to maintain a work-life balance. Additionally, union membership provides legal protections for employees engaging in union activities, which enables them to advocate for better conditions without fear of retaliation. These protections have allowed workers to actively push for improvements, leading to better economic and social outcomes for union members and non-union employees, who benefit indirectly from raised standards in the workplace (Croke et al., 2019). Unions' influence also extends to national labor policies. In Malaysia, for example, union advocacy led to significant advances in workers' rights, including extending maternity leave from 60 days to 98 days and introducing a 7-day paternity leave for male workers (Nadworny, 2023). Although Malaysia's workforce is not entirely unionized, these policy changes demonstrate how unions can set precedents for fair treatment and raise standards for all workers. Through their ongoing efforts, unions play a critical role in securing fair wages, benefits, and work-life balance, fostering healthier, more sustainable work environments.

Trade Unions and Their Political Influence

Trade unions have traditionally intervened in politics to bring voice to various workplace issues and assert workers' interests. Essentially having huge memberships cutting across the various sections of the working population, unions are well placed in lobbying. It enables them to be

invaluable liaisons between the workers and policymakers that can translate the cries of employees at industrial levels and national levels. Earning the balancing power the unions can offer in mobilizing workforce support, politicians have often chosen to associate themselves with labor causes and place unions at the epicenter of working-class politics (Ismail & Owaida, 2023).

The first direct way through organizational politics is collective Bargaining, which does not end at individual workplaces but goes as high as national levels. For instance, centralized unions ensure they work under the country's macroeconomic goals; their aims and goals concern job security and the benefits that affect workers' lives. To achieve this, they support discourses calling for changes within labor laws to enable provisions against unfair dismissal, the fair dismissal process, and a call for severance packages. Also, vehement advocacy for contractual enhancement includes maternity and paternity leaves, enhanced sick pay, free holidays, and minimum wages subjected to the existing inflation rates and living standards (Brown, 2019). These demands resolve short-term organizational concerns and guarantee a sustainable and stable economic position for the workers.

In addition, unions employ their membership power in policy decisions within a particular country. They endorse candidates and political parties, mobilize workers, and undertake public campaigns for those candidates and political parties that are friendly to workers. The union endorsements have enormous value, mainly because they indicate strong worker support for particular political candidates or causes. This relationship lets the unions demand political promises from the candidates in return for keeping labor issues relevant to the country's policy-making agenda (Smith, 2020). They also use pressure from the employees through strikes, demonstrations, and news journalism to force legislation changes. Partitions and demonstrations as instruments of society effectively allow unions to draw attention to significant problems, including hazardous working conditions, low-paid jobs, or Unfair practices. They usually attract the public and make the workers win the sympathy of the policymakers to act on the issues raised. Also, unions tend to cooperate with other social movements, which means they join large clusters and thus have more significant pressure on political and economic changes (Wilson & Taylor, 2021). Another evidence for the political efficiency of unions can be derived from this history of gain. For instance, many countries have enacted these demands by lobbying for paid vacation, parental leave, regulations and protections from unions against workplace safety, and wrongful dismissals. Such accomplishments show that unions Turn voter demands into policy outcomes by politics (Jones et al., 2022).

Finally, trade unions help to be the driving force for equalizing the relations between employees and employers. By incorporating workplace issues into national politics, unions help keep job security and other employee benefits paramount. Their capacity to shape the political process is advantageous for the worker camp and social/economic justice.

The Trade-Offs of Employees Deciding Not to Join Unions.

Accordingly, non-unionization has its price for workers because, in many ways, it affects working conditions, employment security, prospects for building and articulating demands, and work specialization. It is, therefore, desirable for employees to know such trade-offs so that

they can fully understand all aspects of their environment and make a good decision on the various issues surrounding them.

Job Security

The first concession perceived by non-union workers concerns the handing over of the collective employment safeguard. Employed employees also have protection against unfair dismissal by encouraging collective Bargaining in organizations (Collins, 2024). In the event of a dispute, I BA trading partner procedures that provide for isolated participants have eradications that allow employees to express their grievances. Many of these agreements include provisions under which employees can be dismissed only for just cause, which usually helps to minimize unfair dismissal. On the other hand, non-union employees are less privileged to receive such protection than illustrated above. The employer can only determine their employment tenure; they are more vulnerable to employers' arbitrary dismissal, especially in industries regarded as high turnover and low-skill/low-bar industries (ILO, 2020; Visser, 2021). For instance, whenever the general employee population in strategic corporate fields of specialization like retail end or hotels is populated with enthusiastic candidates willing to embrace the job with no unions, such people are the first to be fired in instances where the economic climate is tight or when restructuring is in progress.

Benefits

another big question is where unions obtain privileges for their members. Based on the findings, Union members work in organizations that offer high wages and favorable working conditions and are fortunate to have Medical, retirement, and, above all, Sick Leave allowances. These advantages are generally about or bargained, though always attainable with the assistance of the union. For instance, a union will call for fair medical terms, parental leave, or pension terms; such an item is irrelevant if there is no union. Employers with non-union workers may offer them the least or limited benefits there are in the organization because, depending on the provisions of their contracts, they can be vastly different from what is offered to those employers by the union; Freeman & Medoff, 2019; OECD, 2022). Consumption of expensive health services means thinking of a loss not only of bare fees but also of the amount later retrieved for additional cost or retirement years. In the study by the OECD in 2022, association member workers are fortunate to get protective health care and pension for the future even though non-members struggle to get their health care and pensions.

Bargaining Power

The bargaining power of non-union employees is significantly less than that of union employees. Tenants must associate in order to negotiate jointly or severally with employers for improved employment conditions and security in the argued establishments. Because workers in a particular establishment are a group, they are able to negotiate as a group for an emolument raise, improved conditions of working or service, and other incentives where Bargaining for their contractual conditions. On the other hand, non-union workers bargain for their wages and other conditions of service at workplaces, and this could imply that they lack bargaining power since most employers of employees in several industries have monopoly power since there is absolute labor scarcity and few restrictions to employment. This structure leads to individual Bargaining; common outcomes are inferior conditions of work that include poor wages and few amenities because employers are more willing to exploit the lack of union formation (ILO, 2021; Visser-old, 2021). For example, Visser (2021) pointed out that while

non-unionized workers can negotiate for better wages to be paid to them, they often remain stuck on the same wage scale for several years.

Advocacy and Support

It also means support and advocacy. Membership also includes commitment. A sense of belonging equals loyalty. Consumers also defend brands and products. These are the key assets for members: Grievances, having a lawyer for the employees, and during the disciplinary process. The above services are of the utmost importance, especially to an employee who has been attacked or disagreed with the employer. The workers that 'remain outside' a trade union also have to approach the same needy helpers, sometimes expensively and in less efficient ways. This demonstrates that its clients are vulnerable and helpless whenever they find themselves in any Issues in their workplace since they are non-union-union workers. According to Freeman and Medoff (2019), union employees are fully educated, reimbursed for training, and scheduled personal enhancement and legal solutions so they do not feel the pinch on the pocket of non-union-union employees. This translates into better job security and promotions for the members, and non-union-union employees need to make a different claim than made by the members (Collins, 2024).

Conclusion and Recommendations

In this wild labor market of modern times, trade unions are more instrumental than ever in getting better benefits and job security for workers, giving voice to workers against fluctuating employment trends and economic fluctuations. If unions want to be relevant and effective in the modern day, they must create broad policies that foster diversity and creativity while meeting the many requirements of today's workforce. The most important strategies for labor unions include informing young employees, part-time workers, and gig economy workers of the benefits of becoming members. These workers face key issues, including unstable employment, low wages, and restricted access to health insurance and retirement programs. Unions must be champions for these workers to address their unique needs. For example, while Freeman and Medoff (2019) noted that unions have long been instrumental in improving wages and working conditions, expanding modern issues such as reasonable compensation for gig workers and protection against unfair termination will contribute to unions' increased appeal to underrepresented groups.

In addition to raising awareness, unions should work to improve the services they provide to their members. Providing various services, such as legal help, mental health support, and training, adds value to trade union membership. Mental health services are important today since people face stress and burnout at work. According to Sverke, Hellgren, and Näswall (2002), job instability and workplace stress are two of the most common causes of employee discontent and mental health illnesses. By addressing such problems, unions may make life more comfortable for their members, resulting in loyalty and long-term commitment.

Labor unions should also advocate for structural improvements that align with the workforce's evolution. As contract and freelance employment become more common, labor should advocate for regulations that provide transferable benefits, allowing workers to keep their health insurance, retirement benefits, and other benefits with each new employer. Indeed, the International Labour Organization (2020) declares that such safeguards are necessary to ensure fairness for workers in non-traditional employment, which causes employee unhappiness and

mental health problems. By addressing such problems, unions may make life more comfortable for their members, resulting in loyalty and long-term commitment. Promoting work-life balance is the next area where trade unions may significantly influence. Offering flexible working hours, longer parental leave, and protection from forced overtime may appeal to employees who value such workplace benefits. According to research by Rahim (2020) and Stevenson (2018), such measurements increase employee happiness and organizational productivity. Another primary strategy would be technology adoption. Making union operations go online would help the union better reach out and communicate with its members, hold virtual meetings, and even put up resources online. This is particularly relevant to reaching newer and techno-savvy employees who may need familiarization with traditional union work. As OECD 2022 stated, unions have concurrently used technology in Scandinavian countries to maintain the high percentage of membership rates; in countries like Sweden and Denmark, more than 60% of workers are registered with unions. Collaboration with businesses and politicians will be another key initiative in this area. Unions should build partnerships that are non-confrontational but also beneficial to employees and organizations. Striking for a decent salary, implementing anti-discrimination policies, and guaranteeing safe working conditions through strong unions may all help to foster a pleasant workplace atmosphere. According to them, such teamwork is critical since it ensures workers' rights are safeguarded while promoting organizational success via employee trust and morale. Third, diversity and equity at the union's structural and advocacy levels. Representatives of all workers, regardless of origin, gender, or kind of job, contribute to acquiring significance. As a result, Hamidah Md Yusop and Hassan (2020) believe that tackling issues such as female salary disparities and employment discrimination would serve as essential confidence builders in attracting various members.

Finally, trade unions must adapt to the requirements of a dynamic and diversified workforce. Unions may continue safeguarding workers' rights and increasing job security by increasing awareness, offering complete services, lobbying for structural reforms, embracing technology, and encouraging partnerships with employers. These methods will increase unions' position and contribute to a more equitable and sustainable labor market, ensuring that workers are supported and empowered in an ever-changing job landscape.

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