



Analysis of Potential and Strategy for Green Human Resource

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ABSTRACT

Human resources play a key role in every organizational activity. As a key factor, human resources determine the success of organizational activities. The demand for organizations to acquire, develop, and retain quality human resources is increasingly pressing in line with the ever changing dynamics of the environment. The purpose of this study is to analyze the concept of potential and strategy for green human resource. To understand and simplify the analysis of the concept of potential and strategy for green human resources, a qualitative approach based on a literature review was conducted. To aid explanation in qualitative approaches and literature reviews, secondary data is needed. Research results show that green human resources have potential for job creation, sustainable economic growth, improved organizational performance, innovation and efficiency, and reputation enhancement. The strategy to realize this potential is to improve workforce readiness through green human resource management training and green human resource management practices.

ARTICLE INFO

Article history:

Received

26 August 2025

Revised

15 September 2025

Accepted

20 October 2025

Keywords

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Potential, Strategy, Green Human Resource

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INTRODUCTION

Human resource economics is crucial because people are the primary drivers of the economy, creating goods and services, driving innovation, and enhancing national competitiveness (Mariani et al., 2023). High-quality human resources, through investments in education, training, and health, directly impact increased productivity and national economic growth. Furthermore, skilled and productive human resources play a crucial role in competitiveness in the global market and achieving prosperity (Tambunan et al., 2025).

Human resources play a key role in every organizational activity. As a key factor, human resources determine the success of organizational activities.

The demand for organizations to acquire, develop, and retain quality human resources is increasingly pressing in line with the ever-changing dynamics of the environment. Human resources are a crucial factor, inseparable from any organization, whether an institution or a company (Gultom et al., 2024). Human resources are also key to determining a company's development. Essentially, human resources consist of the people employed in an organization as drivers, thinkers, and planners to achieve its goals.

To organize and manage human resources based on the organization's vision and achieve its goals, knowledge, methods, and approaches to human resource management, often referred to as human resource management, are required. Human resource management is the planning, organizing, coordinating, implementing, and supervising of the procurement, development, remuneration, integration, and separation of labor in order to achieve organizational goals (Tambunan and Pandiangan, 2024). Furthermore, human resource management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve specific goals. The following are the objectives of human resource management:

1. Achieving Organizational Goals

Ensuring that all human resource activities align with the company's strategic and operational objectives.

2. Improving Employee Performance

Improving employee productivity, efficiency, and work quality through training, development, and a fair performance management system.

3. Creating a Positive Work Environment

Building a conducive work culture, increasing job satisfaction, and strengthening team spirit.

4. Ensuring Competitive Advantage

Building a skilled, motivated, and loyal workforce to provide an advantage over competitors.

5. Attracting and Retaining Quality Employees

Through an effective recruitment process and competitive compensation packages to reduce employee turnover.

Green human resources is a concept of green human resource management that integrates environmental considerations into all human resource policies and practices (Prasad, 2013). This concept encompasses various efforts to create an environmentally conscious workforce and implement sustainable practices in organizational operations. The primary goal is to encourage environmentally friendly behavior among employees, thereby making the company more environmentally sensitive and socially responsible.

Green human resource management refers to human resource management practices designed to support environmental sustainability goals (Pandiangan et al., 2025). The goal is to integrate environmental aspects into all human resource management processes, from recruitment to employee development and retention, and to encourage environmentally friendly behavior throughout the organization. The following are elements of green human resource management (Deshwal, 2015):

1. Recruitment and Selection

Integrate sustainability values into the recruitment process to attract environmentally conscious candidates. For example, highlight the company's commitment to sustainability in job advertisements.

2. Training and Development

Provide training on environmentally friendly practices to employees, including how to reduce their carbon footprint, manage waste, and conserve energy in the workplace.

3. Rewards and Recognition

Implement recognition programs for employees who demonstrate a commitment to sustainability, such as waste reduction or energy conservation initiatives.

4. Environmental Policy

Develop and implement policies that support sustainability, such as policies on the use of environmentally friendly materials, emission reduction, and resource conservation.

5. Employee Engagement

Encourage employee involvement in company sustainability initiatives, for example, through volunteer teams for environmental projects or participation in environmental awareness campaigns. Green human resource potential refers to the capabilities, skills, and awareness related to environmental conservation and sustainable transformation (Kapil, 2015). This potential includes the creation of millions of new green jobs in sectors such as renewable energy, the circular economy, and forestry, which contribute not only to long-term economic stability but also to ecosystem preservation. Furthermore, implementing green human resource management enables companies to improve productivity, employee motivation, and corporate image by integrating environmental values into every aspect of human resources. The purpose of this study is to analyze the concept of potential and strategy for green human resource.

RESEARCH METHOD

To understand and simplify the analysis of the concept of potential and strategy for green human resources, a qualitative approach based on a literature review was conducted. A qualitative approach is a research method that aims to deeply understand the meanings, experiences, and subjective perspectives of individuals or groups (Hamidi, 2008). An in-depth approach is a learning approach that focuses on in-depth conceptual understanding and mastery of higher-order thinking skills, rather than simply memorizing. The goal is to make learning conscious, meaningful, and enjoyable by emphasizing active, critical, and real-world learning processes. A literature review, on the other hand, is an integrated analysis of existing scientific writings on a research topic to identify, summarize, and connect existing knowledge (Moleong, 2008). Its purpose is to provide a theoretical foundation, identify research gaps, and establish a framework for ongoing research.

To aid explanation in qualitative approaches and literature reviews, secondary data is needed, which is pre-existing data collected by a third party, not the researcher themselves. This data typically comes from publications such as books, journals, articles, reports, government statistics, or data from other agencies (Kurdhi et al., 2023). Using secondary data can save time, effort, and costs because it eliminates the need for direct data collection.

RESULT AND DISCUSSION

Potential of Green Human Resource

Potential of green human resource refers to the capabilities and skills of the workforce to support the economy and sustainable development, including improving energy efficiency, waste management, and ecosystem conservation (Ahmad, 2015). This potential can be realized through the development of green jobs in various sectors such as renewable energy, the circular economy, and forestry, which are expected to create millions of jobs in the future. To maximize this potential, strategies such as improving workforce readiness through training and adapting human resource management practices to support corporate environmental and social goals are needed.

Green human resources have potential for (Sheopuri and Sheopuri, 2015):

1. Job Creation

Green human resources create jobs by driving the transition to a green economy through the development of green jobs. This transition creates employment opportunities in sectors such as renewable energy, the circular economy, and forestry, and projects increased labor income and

human resource readiness for the future job market through upskilling and reskilling.

2. Sustainable Economic Growth

Green human resources are crucial for sustainable economic growth because they create a workforce capable of implementing environmentally friendly principles across various sectors, which in turn drives innovation, efficiency, and competitive advantage. Green human resources are supported through education and training that focus on green skills, environmentally friendly policies in human resource practices such as recruitment and performance management, collaboration between government, industry, and educational institutions.

3. Improved Organizational Performance

Green human resources improve organizational performance by integrating environmental sustainability principles into human resource management practices, such as recruitment, training, performance management, compensation, and employee engagement in green initiatives. The implementation of green human resources encourages environmental awareness, motivation, and employee participation, which in turn improves operational efficiency and the achievement of the organization's overall sustainability goals.

4. Innovation and Efficiency

Green human resources enhances innovation by encouraging employees to develop creative ideas for environmentally friendly products and processes through appropriate training and recruitment. Furthermore, green human resources also enhance efficiency because these practices motivate employees, optimize resources, and align with the company's environmental goals, ultimately reducing waste and operational costs.

5. Reputation Enhancement

Green human resources enhance a company's reputation by creating an image of an environmentally responsible company, attracting sustainability-minded customers and investors, and building a competitive advantage. Through practices such as green recruitment, training, performance evaluations, and green incentives, companies can demonstrate their commitment to sustainability and build a positive reputation with the public and stakeholders.

Strategy for Green Human Resource

The strategy to realize this potential is to improve workforce readiness through (Arulrajah et al., 2015):

1. Green Human Resource Management Training

Green human resource management training is training that equips employees with the knowledge, skills, and awareness of environmentally friendly and sustainable human resource practices (Jabbour et al., 2016). The main goal is to create a green workforce that understands, appreciates, and implements environmentally friendly initiatives in company operations, ultimately helping the organization achieve its sustainability goals. Benefits of green human resource training:

- a) Enhances Company Reputation
Builds the company's image as an environmentally conscious organization.
- b) Reduces Operational Costs
Efficient use of resources and waste reduction can reduce costs.
- c) Increases Employee Motivation and Productivity
Employees motivated by a greater purpose are more enthusiastic and productive.
- d) Improve the Organization's Environmental Performance
Support the achievement of the organization's overall sustainability goals.
- e) Help Achieve Sustainability Targets
For example, helping the organization achieve its target of zero carbon emissions in the future.

2. Green Human Resource Management Practices

Green human resource management practices are human resource management practices that integrate environmental principles into all human resource functions, from recruitment to compensation, to encourage environmentally friendly behavior and achieve the organization's sustainability goals (Mampra, 2013). Examples of practices include recruiting employees with:

- a) Environmental Interests
Environmental interest is an attitude of love and concern for the environment, reflected in actions to protect, care for, and preserve the environment and all its contents. This attitude includes an awareness of not damaging the environment and active efforts to maintain the cleanliness and balance of nature for the sustainability of life.
- b) Sustainability-Focused Training
Sustainability-focused training is an educational program that provides knowledge and skills on environmentally friendly practices, social ethics, and good business governance. The goal is to help individuals and organizations reduce their negative impact on the environment and society while still achieving stable economic growth.

c) Reward Systems that Incentivize Environmentally Friendly Actions

Reward systems that incentivize environmentally friendly actions can be called reward and recognition systems. These systems provide rewards, rewards, or recognition for positive behavior or specific achievements. The underlying concept is called positive reinforcement. This is a psychological strategy that increases the likelihood of desired behavior by providing rewards or incentives after the behavior is performed.

CONCLUSION

Research results show that green human resources have potential for job creation, sustainable economic growth, improved organizational performance, innovation and efficiency, and reputation enhancement. The strategy to realize this potential is to improve workforce readiness through green human resource management training and green human resource management practices.

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