

عنوان مقاله:

The Role of Human Resource Management in the Successful Implementation of Sustainable Policies

محل انتشار:

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خلاصه مقاله:

Sustainability and human resource management (HRM) are two different concepts that have been getting appealing in the last two decades. In fact, an organization can just implement sustainability strategies through the human resource. Moreover, due to having a strong competitive advantage, companies try to engage themselves in sustainable agenda and attract more customers. There are two different views about role of human resource in applying sustainability strategy- human resource as an internal or external entity. In both cases, some hints will be illustrated. Thus, in this paper, the role of HRM in the implementing sustainable policies successfully according to these two different views will be demonstrated

کلمات کلیدی:

Human resource management, Sustainable policies, Sustainability, Competitive advantage

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