

## Deploying the Roles of Organisational S.T.A.R.A Capability as Strategy for Green Human Resource Management and Environmental Sustainability



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With growing climate change concerns, and constant advancements in smart technology, artificial intelligence, robotics, and algorithms (STARA), organisations in emerging economies are becoming more compelled to go green, develop and deploy their STARA capability to boost profits more effectively, and their environmental sustainability (ES). Likewise, with governments increasingly calling for ES, organisations' human resource management (HRM) is further pressured to ensure their programmes aid realisation of environmental objectives without compromising profit maximisation. However, it remains unclear how complementary Green HRM (GHRM) programmes can be supported by organisational STARA capability (OSC) to bolster ES. Accordingly, we investigate how OSC and GHRM programmes predict ES through a time lagged survey design with data from 461 managers of 177 manufacturing organisations in Nigeria. Results indicate that OSC positively predicts all GHRM programmes and ES but dampens the positive relationship between green training, involvement, and development (GTID), and ES. Apart from green performance and compensation (GPC), which is a negative predictor, other GHRM programmes positively predict ES. While green recruitment and selection (GRS) and GTID are complementary mediators, GPC plays a competitive mediating role. Policy implications are subsequently discussed.

### Biography:

Dr Ogbeibu Samuel is an Assistant Professor in International Business and Strategic Management in the Faculty of Management, Law and Social Sciences, of the University of Bradford (UoB), United Kingdom (UK). He is the UoB Lead for the United Nations' "Principles for Responsible Management Education" initiative. He holds a Doctor of Philosophy (Ph.D.) degree from the Universiti Tunku Abdul Rahman (UTAR) Malaysia, and a Master of Business Administration degree from the University of Wales (Prifysgol Cymru), Cardiff, UK. A two-time global winner of the 2019 and the 2023 EMERALD LITERATI AWARDS FOR EXCELLENCE for the highly commended, and outstanding article award. He is a Senior Editor of the Global Business and Organisational Excellence journal. He has published in (and is a reviewer panel member for) several top-tier journals (ABDC 'A'; ABS '3' and WOS Q1 ranked) such as the Journal of Cleaner Production, Business Strategy and the Environment, Journal of Business Research, Computers and Education, and others.