ABSTRACT

The role of HRM in the area of sustainable environment development has been scantily researched. This research paper has explored the role of the HR in select companies in the context of sustainable environmental development. The extent to which these proactive, strategic tools are exercised is a matter of immense concern in today’s business environment. Mere conformance to the compliance standards are not sufficient in the current perspective as there has been a growing consumer demand for greener products and services and environment-friendly operations and in order to fulfill these expectations there has to be a strategic focus and the implementation of sustainable approaches within a broader scope. The study was conducted within six large manufacturing organizations across Saudi Arabia and the analysis revealed that environment awareness and sustainability activities still required extensive focus and incorporation in the organization’s strategic planning and implementation perspective.

KEY WORDS: role of HR; Saudi Arabia; sustainable development; triple bottom line.