

The Role of Human Resources, Business Psychology, and Sustainability in Managing Organizations: An Overview and Strategy Planning

Summary: *Human Resources (HR), Business Psychology, and Sustainability functions have gained increasing importance in managing organizations today. These fields are deeply evolved and interconnected in shaping the way how organizations manage their workforce, foster psychological well-being, and address environmental and social responsibilities to achieve better productivity, employee satisfaction, organizational effectiveness and sustainable business practice. This article analyses and explores the role of Human Resources, Business Psychology, and Sustainability, their interconnections, interrelations and the significance of integration in managing organizations as a critical areas to reach business efficiency and success in the current highly demanding environment. Thus, the study provides insight into the cornerstone role of strategic planning for implementing those fields in organization practice and attaining effective desired outcomes and favorable position in the market.*

Keywords: *Human resources, business psychology, sustainability, organization, management*

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INTRODUCTION

Human Resources, Business Psychology, and Sustainability represent dynamic and core functions in managing organizations today. As organizations operate in a rapidly changing global landscape marked by technological advancements, societal expectations, and economic pressures, integrating these fields has become essential for achieving competitive advantage and long-term viability (6). In such a business environment, all organizations have to be conscious of the immense importance of implementing these areas into their operations supported by effective strategy. In organizations Human Resources (HR), as a function as well as a department, traditionally focused on recruitment, compensation, training, and administrative tasks (12). However, over the past few decades, HR has evolved from administrative and operational into a more strategic function aimed at fostering a productive and positive work environment (24).

At the same time, Business Psychology, also known as Industrial-Organizational Psychology, has emerged as a discipline that applies psychological theories and examines human behavior within organizational settings to enhance desirable workplace behavior, performance, and employee well-being (18). Indeed, by implementing business psychology with HR functions effectively, companies can drive organizational success by improving productivity, leadership, employee satisfaction, and overall organizational health to boost performance at all levels (5). Beyond, sustainability has become a crucial aspect of business for any organization. Organizations have to implement sustainability frameworks in their practices and be committed in contributing to environmental protection and community well-being (7). Their competitive advantage and success in the market depend on that, as a great support to build a stronger brand, reach more customers, and better performance (8). Such importance has emerged Sustainable Human Resource Management (Sustainable HRM) as a strategic priority in aligning human resource practices with environmental, social, and economic sustainability goals in the organizations. It should be underlined that sustainability requires the participation of employees in this process which further emphasizes the importance of Sustainable HRM.

Sustainable Human Resource Management integrates sustainability principles into HR practices, aiming to balance organizational goals with environmental, social, and economic considerations. It promotes ethical labor standards, diversity and inclusion, employee health, and environmental stewardship. The shift towards sustainability in HR reflects growing expectations from stakeholders—employees, consumers, investors, and regulators—who demand transparent, responsible, and future-oriented business practices(4). Human resources represent the hub of every organization and every business process, so it is very important for any organization as well as human resources and other managers how they will manage and motivate their workforce in order to achieve sustainability and socially responsible business, and high work performance of their employees, thus success. However, Human resources management is an extremely complex and multidimensional process (9). Even though that in all organizations there are certain rules

in the work processes, human behavior is subject to change, often unpredictable which can cause a negative working climate and effects on employees' productivity (1). Hence, every business entity must take this into account and undertake activities and measures that will lead to the creation of a stable and positive environment and value to reduce the negative effects of employee behaviors and consequences on their performance. That is why it is necessary to apply business psychology principles in organizational work processes and HR settings as it provides an insight into workforce dynamics, scientific understanding of behavior in the workplace and accordingly actions toward building and retaining positive working environment and highly motivated and competitive employees able to committ to sustainable development and overall goals of the organization (11). Further, to achieve good results in a business processes, effective strategy planning is necessary for all organizations with particular emphasis on sustainable human resource management including business psychology principles (3). It should be emphasized that the contemporary fast-changing business environment demands efficient and effective operations of the entire organization where the Human Resources (HR) department serves as a bridge between organizational strategy and employee well-being, ensuring that actions align with environmental, social, and governance (ESG) principles (25). In this process business psychology provides great support as a very useful tool to achieve these goals (15). Therefore, today Human Resources, as a pivotal function, plays a crucial role in the success of the organization which requires integration and implementation of sustainability and business psychology framework in operations supported by holistic and efficient strategy to foster innovation, employee engagement, and long-term sustainability and achieve success (13).

LITERATURE REVIEW

Human Resources (HR), Business Psychology, and Sustainability have gained significant attention among researchers, particularly in organizational research. The main focus of these studies is on how organizations can optimize human capital, foster psychological well-being (10), and integrate sustainable practices to achieve long-term success addressing theoretical frameworks, empirical evidence, and practical implications of these domains (4; 17). Human resource management (HRM) is an area of organizational science that deals with the study of all aspects of employees in an organization (23). Industrial and economic development prosperity, particularly since the 1960s have impacted the evolution of the theory of scientific management with the focus on increasing productivity, and behavioral sciences that emphasized the importance of attitudes, needs, and motivation of individuals, thus industrial psychology (business psychology) which included testing a person's ability to work and other tests to help employers in understanding a candidate's potential (18; 23). This influenced the development of human resources management (HRM) in organizations as a core area in managing business. Further, the requirements to

adapt to fast changes and trends of the business environment and implement innovations, drive organizations to realize that they have to invest more in the development of their human resources capital and employee training to improve their skills and knowledge, thus productivity (3).

Human Resources, as a function as well as a department within an organization, is responsible for managing the employee lifecycle from recruitment and onboarding to development and retention. Adequate management of human resources in the organization should satisfy the strategic needs of the company (20). Therefore, human resource management has to ensure appropriate behaviors, knowledge and skills of employees, to meet the needs of the organization and achieve strategic goals. The main aim of human resources management starts from the position that the organizations have to fulfill their goals by directing the employees and their work efforts efficiently (10).

Over the last decades, the dramatic changes at the global levels have imposed crucial and strategic role of HR management and HR department in shaping organizational culture, employee engagement, and aligning human capital with organizational goals (10). HR professionals are also key drivers in ensuring legal compliance, managing compensation, and fostering an environment conducive to employee development. The HR department becomes a more and more complex process which besides HR managers involves the managers of all other departments and seniors who have a core role in developing and setting strategy (20). In such an environment business psychology has emerged as a pivotal field in studying the workplace and how to more improve working conditions in organizations by motivating employees to achieve better results and work performance. Business psychology helps both employees and organizations to operate at their highest potential in the global environment (15). Drawing on the understanding of individual differences and insights into human behavior and mental processes, business psychology supports organization and HR managers in analyzing, organizing, guiding, anticipating, and influencing workplace behavior to enhance productivity. It covers various areas such as motivating staff, hiring and selecting candidates, employee training and development, planning for workforce needs, managing pay and benefits, ensuring workplace health and safety, nurturing leadership skills, studying workplace behavior, boosting organizational efficiency, and supporting overall organizational growth (11).

It should be underlined that the major factors powerful by rapid changes of today's global environment that affect organizations in managing the operations, thus their success, particularly the management of human resources, are: growing competition, globalization and internationalization of businesses, technological advancement; sustainability and ethical and legal compliance in business practice (24).

One of the imperatives of today's business has become sustainability and organizations' commitment to sustainable development and environmental protection (7). This is a vital aspect of business that should be implemented in all organizations as it brings many benefits and competitive advantages to the organizations (8). Sustainability in organizations encompasses environmental, social, and economic dimensions, often referred to

as the triple bottom line according to some authors (14). In other words, organizations have to manage the economic, environmental, and social performance by reducing their negative impacts on the environment and climate change, applying ethical sustainable labor practices, and actively engaging in all community sustainable matters. However, to achieve sustainability implementation in the practice, all employees have to be actively involved and participate in these processes (12).

That has emerged sustainable HRM which refers to HR strategic alignment of human resource practices with the goals of sustainable development by applying and promoting environmental stewardship, social equity, and economic viability (21). It is an approach that ensures that human capital contributes to the organization's performance and long-term sustainability. This underscores the dual focus - on organizational performance and the well-being of employees and society (5). The HR department and management play a pivotal role in embedding sustainability into organizational culture. HR practices, such as green training and sustainability-focused performance metrics, encourage employees to adopt eco-friendly behaviors (2). From a psychological perspective, employees' attitudes toward sustainability influence their engagement in sustainable practices. Pro-environmental behaviors are more prevalent in organizations with strong sustainability values and supportive leadership (21). Furthermore, Corporate Social Responsibility (CSR) initiatives enhance employee morale and organizational reputation, creating a virtuous cycle of sustainability and engagement. This highlights that implementing business psychology in organizational and HR settings is a powerful tool to achieve all these requirements. Key areas in these processes include leadership development, motivation, team dynamics, occupational health, and change management. By understanding cognitive and emotional drivers of behavior, organizations can design interventions that promote productivity and well-being (1) critical for sustainable HR practices and also to avoid employees' residence to the changes (11). Further, this offers targeted support and help to employees to adapt to the rapidly changing technologies and demands of the modern global workplace.

Worrying levels of environmental pollution (7) have led to the increasingly frequent use of the term Green Human Resource Management (GHRM) in literature which refers to HR practices that promote dedication to environmental sustainability within organizations (25; 19). It should be underpinned that sustainable HRM is grounded on a holistic system acknowledging that organizational success is interdependent on societal and environmental well-being and participation of stakeholders. Key principles include: long-term strategy planning of workforce development, prioritizing employee well-being (physical, mental, and emotional health), dedication to ethical leadership by promoting integrity and fairness in decision-making and respecting diversity and inclusion by creating equitable opportunities for all employees (14). It should be added that today efficient strategy planning and implementation in practice with policy settings is a core requirement to achieve the goals in organization. Sustainable HR policies should include for instance ethical labor practices, equitable compensation, green HRM policies such as eco-friendly offices and others. Therefore, the key characteristics that distinguish sustainable HRM

from traditional HR practices include long-term orientation, stakeholder inclusivity, integration with CSR and ESG, ethical and legal compliance, green HRM Practices, resilience and agility (24; 22; 25).

Henceforward, it can be argued that by implementing sustainability and business psychology in HR practices supported by effective strategy, organizations can foster a positive work environment, enhance employee well-being and their participation in sustainable development, and contribute to environmental protection, thus, achieving long-term prosperity of their business and entire community (4).

THE ROLE AND INTERRELATIONS OF HR, BUSINESS PSYCHOLOGY AND SUSTAINABILITY FUNCTIONS IN MANAGING ORGANIZATIONS

The key goal of every organization today is timely adaptation to changes, sustainable development and existence in the market. The main drivers of these processes are employees considering the fact that they perform the necessary tasks on the way to achieving these goals. This refers to the fact that human resources capital determines the success of any organization (12; 20). It means that the organizations have to take care of their employees which necessitates a lot of time and effort to be invested in them in order to attract and employ competent employees, train, develop and motivate them, and take the measures to retain productive workers (10). This requires holistic organizational development with the integration of HR, Business Psychology, and Sustainability functions since their interrelation and interdependence are very deep and core requirements to thrive the business in today's ever-changing environment (11). For instance, HR can leverage Business Psychology to design interventions that promote both employee well-being and sustainable behaviors. Some studies show that employees with high Psychological Capital (PsyCap) are more likely to engage in pro-environmental behaviors, suggesting a synergy between psychological resilience and sustainability. They are characterized by high levels of hope, self-efficacy, optimism, and resilience (13). In other words, they are more dedicated to being successful in achieving their goals, navigating challenges, and thriving in both their personal and professional lives (1). Moreover, sustainable HR practices, such as flexible work arrangements and employee benefit and motivational programs, enhance psychological well-being and reduce negative environmental impact (2). Leadership plays a crucial role in this integration. Transformational leaders who exponent sustainability inspire employees to align personal values with organizational goals, fostering a culture of purpose and responsibility (17). HR professionals increasingly rely on business psychology to design evidence-based policies. Such practices are grounded on business psychology principles such as strengths-based leadership, emotional intelligence training, cognitive-behavioral coaching, improvement of recruitment, retention, and engagement processes (18). On the other hand, sustainable HRM emphasizes long-term employee development, ethical labor relations, and work-life balance (22). Green HR practices including environmentally conscious recruitment and

training align with sustainability goals and enhance employer branding (21). Psychological insights are critical for promoting pro-environmental behaviors and values within organizations (25). Strategies such as nudging, behavioral change communication and value-based leadership foster a sustainability-oriented culture.

The integration of HR, Business Psychology, and Sustainability manifests in initiatives like employee-led green innovation, psychologically safe workplaces that support diversity and inclusion, and leadership pipelines trained in both ethical reasoning and emotional intelligence. These integrative approaches drive systemic resilience and stakeholder trust (4). It should be underlined that the integration of business psychology and sustainability into HR practices has profound implications for both individuals (employees) and organizations. HR professionals can use psychological principles to better understand and manage employee behavior, enhance job satisfaction, and ensure organizational effectiveness, while sustainability supports ethical long-term successful development and resilience. This importance is reflected particularly in the following key areas for organizational efficiency and success (6):

- **Talent Acquisition and Recruitment:** Recruitment and selection processes are foundational HR functions that can be significantly enhanced by business psychology. Psychometric testing, behavioral interviews, and personality assessments, environmental awareness can help HR professionals identify candidates whose characteristics align with the needs of the organization. By understanding psychological traits such as emotional intelligence, cognitive ability, and motivation, HR teams can make better hiring decisions, ensuring a good fit between employees, organizational culture and sustainable development.
- **Employee Motivation and Engagement:** Organizations should design and apply work environments that foster motivation in HR practices. HR professionals can create reward systems, recognition programs, and career development opportunities that align with employees' intrinsic and extrinsic motivators. This, in turn, can lead to higher levels of employee engagement, job satisfaction, organizational and environmental commitment, which is of particular importance for sustainable development. Business psychology tools can significantly help HR managers to analyze levels of employee motivation and engagement, make evaluations and accordingly create tailor-made programs and activities to improve these feats.
- **Leadership Development:** Effective leadership is a crucial element of organizational success, and business psychology provides valuable insights into leadership styles, behaviors, and traits. HR professionals can use business psychological tools, such as Transformational Leadership and Emotional Intelligence, to guide leadership development programs. By helping leaders to understand their own behaviors and motivations, the importance of sustainable development, HR can cultivate leaders who inspire and motivate their teams, drive organizational change, and promote positive workplace culture, sustainability and environmental protection.

- **Conflict Resolution and Team Dynamics:** Conflicts are inevitable in any workplace, but how they are managed can significantly impact organizational outcomes. Business psychology offers tools for understanding conflict resolution styles, group dynamics, and the psychological mechanisms that contribute to interpersonal issues. HR can leverage this knowledge to design conflict resolution programs, team-building exercises, and communication training to promote collaboration, environmental protection, improve interpersonal relationships, and reduce workplace tension, residence to changes and sustainable development.
- **Organizational Culture and Change Management:** Organizational culture plays a vital role in employee satisfaction and productivity and the implementation of sustainable development. Business psychology provides frameworks for understanding how culture is formed, maintained, and changed within organizations. HR professionals can use this understanding to assess and reshape organizational culture to align with business objectives, values, employee well-being and sustainability. Additionally, when organizations undergo changes, HR can apply principles of psychology to manage resistance, foster adaptation, and promote a sense of stability, sustainability and cohesion during transitions.

In addition to driving organizational performance, HR, business psychology and sustainability together emphasize the importance of employee well-being. Many issues related to stress, burnout, and mental health can guide HR professionals in creating work environments that prioritize employee welfare on sustainability pillars (12). Further, work-life balance is a critical aspect of employee well-being. When employees are able to effectively balance work and personal life, they are more likely to be productive, satisfied, and engaged at work. HR departments can develop policies and practices that support work-life balance, such as flexible hours, remote work options, and paid time off. Employee Training and Development play a pivotal role in these processes emphasizing the importance of continuous learning and personal growth in the workplace (23). HR professionals can incorporate psychological and sustainable principles into employee training and development programs by considering learning styles, cognitive load, and motivation theories. By tailoring training programs to meet the psychological needs of employees, HR can ensure that employees are not only gaining the necessary skills but also staying motivated and engaged throughout their careers contributing to sustainable development (17). With the efficient strategy many programs and policies can be implemented to help reduce of many problems in the working environment and negative consequences of employees' behaviors resulting in enhancement of overall job satisfaction, thus high employee productivity (9).

It should be emphasized that the integration of sustainability into HR practices not only benefits the environment but also enhances employee well-being (5). Employees who perceive their organization as environmentally responsible report higher levels of job satisfaction, reduced stress, and increased motivation. This, in turn, leads to

improved organizational performance (19). For example, a study found that sustainable HR practices positively impact employee psychological well-being, which subsequently enhances business performance (4). Therefore in the current turbulent environment, organizations have to anticipate all changes and their employees as a core capital to achieve success and existence in the market. Effective employee management is the central hub to implement sustainability in practice and thrive in the business (21). That is why the HR department and management should apply business psychology and sustainability principles as powerful tools to structure a positive work environment and motivate employees with high work performance dedicated to sustainable development and organizational success (15).

SIGNIFICANTE OF INTEGRATED STRATEGY PLANNING

Strategy planning is essential for any organization for long-term success and sustainability. Without the strategy, organizations are not able to adequately respond to the demands of the changing business environment which leads organizations to the risk of losing focus, wasting resources, and missing opportunities to achieve the goals. It serves as a roadmap that guides decision-making, aligns resources with objectives, and provides a clear direction for growth and development (14). One of the primary benefits of strategic planning is that it helps organizations set clear goals and define the steps necessary to achieve them. This clarity enables leaders and employees to stay focused on what truly matters, ensuring that every action taken contributes to the broader mission and vision (16). Strategic planning also enhances organizational agility. By anticipating future trends, challenges, and opportunities, organizations can proactively adapt to changes rather than simply reacting to them (9).

In the current environment, an integrated strategy development with a holistic approach is necessary for all organizations (8). Moreover, an efficient holistic strategic plan, which includes integration of HR, business psychology and sustainability fields, promotes and aligns organizational objectives across various functions, departments and teams to achieve long-term success. It fosters better communication, coordination, and collaboration, ensuring the well-being of employees and that everyone is working toward the same objectives (5). Such a strategy not only improves efficiency but also boosts employee engagement and morale. Hence, integrated strategy development ensures that organizational goals are cohesive, leveraging synergies between HR, Business Psychology, and Sustainability. Moving beyond traditional strategic HR management to sustainable HR management fosters long-term organizational resilience by balancing economic, social, and environmental objectives (6). An integrated holistic strategy ensures that sustainability, as a strategic pillar, is embedded in organizational culture, which implies sustainable HR management supported by HR policies and informed by psychological principles(19; 13).

To ensure that the integrated holistic strategy supports overall business goals, organizations have to (3; 16; 14;24):

- At the first stage to conduct a strategic review of the organization's mission, vision, and ESG commitments and identify overlapping goals between HR (e.g., talent retention), business psychology (e.g., well-being), and sustainability (e.g., long-term impact). They should create a cross-functional task force (HR, Sustainability, Organizational Development) to lead the integration of strategy.
- The second stage should include evaluation and assessment of organization's current state such as a current HR practices audit for alignment with sustainability (e.g., diversity, ethical labor, green policies), the psychological climate of the organization (using tools like: employee engagement surveys; stress and well-being audits, organizational culture diagnostics) and evaluation the company's environmental and social performance (via ESG and GRI frameworks).
- In the third stage organization should define goals and KPIs and set measurable objectives which should include HR goals to improve retention, implement inclusive hiring practices, increase internal mobility, then Business Psychology goals to reduce burnout, improve team dynamics, enhance leadership competencies and Sustainability goals to reduce carbon footprint, increase employee green behavior, achieve a sustainability certification and others. For example, some KPIs could include the percentage of trained employees in green competencies, also in emotional intelligence etc.
- At the next stage, organizations should design integrated programs and policies with the development of initiatives that simultaneously target HR, psychological, and sustainability and green outcomes. This should include:
 - Green HRM Programs: Sustainable onboarding and training (eco-conscious, digital-first); Incentives for sustainable commuting or remote work;
 - Behavioral Interventions (Business Psychology): Nudging for eco-friendly behavior (e.g., default options in printing or waste sorting); Mindfulness, resilience, and well-being workshops; Strengths-based performance management;
 - Ethical and Inclusive Policies: Diversity, equity and inclusion integrated with environmental justice; Transparent leadership development programs.
- Training and engagement of managers should be the next step to support strategic integrated practices such as executive training programs in Transformational and ethical leadership, Psychological safety and motivation theories, and Systems thinking and sustainability to encourage leadership accountability through sustainability-linked performance reviews.
- The next important step is to make strategy integration part of daily operations and organizational life by embedding it in organizational culture and communication. This should include:
 - Communicate a compelling (positive) narrative about strategy integration.
 - Promote success stories and employee champions.

- Integrate sustainability and psychological health into core values and employer branding.
- Following important step should ensure the longevity and scalability of the strategy by updating and implementing policies and procedures to permanently maintain integrated values. The policies and procedures should be applied into performance appraisal systems, recruitment frameworks as well as corporate reporting (e.g., integrated sustainability reports). Also, creation and engagement in partnerships and certifications (e.g., ISO, GRI, EMS Certifications) are highly important elements.
- The last step should include continuous monitoring of strategy implementation and measures for improvements and adoption to the changes. For every organization, it is important to permanently track KPIs across HR, psychological, and environmental dimensions and use dashboards that combine HR analytics, employee sentiment, and sustainability performance.

With such holistic strategy integration, organizations are able to consistently align people strategy, behavioral insight, and sustainability principles in their operations and to gain not only competitive advantage but also employee trust and long-term stakeholder value (2).

As per research analysis, it is obvious that strategy planning and its implementation in organization practices is an extraordinarily complex process that requires a lot of effort from all employees in the organization, especially managers, as they play a key role in planning and running ethical and responsible business (22). It should be emphasized that in today's turbulent environment, every organization should apply a holistic approach and integrate HR, business psychology and sustainability into a strategy planning as core elements that enables organizational efficiency, resilience and prompt response to the changes on which their existence in the market depends. Such strategic planning is not just a managerial tool—it's a critical process that empowers organizations to define their future, navigate uncertainty, and achieve green practices, thus success (2).

CONCLUSION

Human Resources, Business Psychology, and Sustainability, have become core functions and valuable feats in managing modern organizations and organizational development. As deeply interconnected and independent, these fields today represent a critical point for all organizations aiming to achieve long-term success in a complex and dynamic environment. This requires integrated holistic strategy planning by encompassing these fields efficiently into strategy implementation in the organization's practices. Human capital is the hub of functioning, thus the success of any modern organization which necessitates effective HR management in managing overall operations in organizations. Since sustainability has emerged as an immense and central aspect of business continuity, Human

Resource Management has evolved from an administrative HR function to a Sustainable HRM- value-driven strategic pillar to support and drive sustainable, environmental and social goals of organizations. By embedding sustainability into HR, organizations can cultivate a more resilient, engaged, and ethical workforce. Organizations that successfully integrate sustainability into their HR practices can achieve long-term benefits, including enhanced employee engagement, improved organizational performance, and positive societal and environmental impacts. HR professionals must act as stewards of long-term organizational and societal health and sustainability.

The integration of business psychology into sustainable HR practices represents a powerful approach to optimizing both organizational performance and employee well-being. Understanding and applying business psychological principles to the HR functions, enables organizations to foster a supportive, productive, and dynamic sustainable workplace culture. As sustainable HRM continues to evolve from a transactional to a strategic function by engaging stakeholders, transforming culture, and measuring outcomes, the insights and tools provided by business psychology will continue to be crucial in creating organizations that are efficient human-centered and dedicated to sustainability and environmental protection. This not only enhances employee well-being and organizational performance but also contributes to sustainable and environmental goals.

It can be concluded that the integration of HR, Business Psychology, and Sustainability is reshaping organizational structure and operations toward more efficient business, driven by the need for resilience, inclusivity, and responsibility. As organizations continue to navigate the challenges of the 21st century, adopting and implementing an integrated strategy of HR, psychology, and sustainability functions into operations will pursue in being a critical aspect for the long-term success of all organizations.

Future research should continue to analyze and explore new methods and ways for integrating sustainability and business psychology with HR practices, particularly in addressing case studies of key challenges and issues of these processes such as remote work, global teams, technological advancements, requirements of innovative strategies, interdisciplinary collaboration, and a commitment to aligning organizational goals with sustainable and societal needs.

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Uloga ljudskih resursa, poslovne psihologije i održivosti u upravljanju organizacijama: Osvrt i planiranje strategije

Rezime: Funkcije ljudskih resursa, poslovne psihologije i održivosti dobijaju sve više na značaju u upravljanju organizacijama danas. Ova polja su duboko uticajna i međusobno povezana u oblikovanju načina na koji organizacije upravljaju svojom radnom snagom, neguju pozitivnu radnu atmosferu uz psihološko blagostanje zaposlenih i bave se ekološkim i društvenim odgovornostima kako bi postigle bolju produktivnost, zadovoljstvo zaposlenih, organizacionu efikasnost i održivu poslovnu praksu. Ovaj članak analizira i istražuje ulogu ljudskih resursa, poslovne psihologije i održivosti, njihove međusobne veze, odnose i značaj integracije u upravljanju organizacijama kao ključnih oblasti za postizanje poslovne efikasnosti i uspeha u današnjem veoma zahtevnom okruženju. Takođe, rad pruža uvid u temeljnu ulogu strateškog planiranja za implementaciju ovih oblasti u poslovnoj praksi organizacija radi postizanje efikasnih željenih rezultata i povoljne pozicije na tržištu.

Ključne reči: ljudski resursi, poslovna psihologija, održivost, orrganizacija, upravljanje.