



INCREASING BUSINESS SUSTAINABILITY THROUGH GREEN INTELLECTUAL CAPITAL AND COMPETITIVE ADVANTAGE IN SME'S

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A B S T R A C T

Environmental SMEs are a business sector that can be developed to advance the economy. SMEs can be a place to create productive employment opportunities. Business competition demands that every business actor not only has as much working capital as possible but is also able to manage human resources. With regard to business sustainability, it is necessary to pay attention to Green Intellectual Capital which is an important component of a business model that focuses on knowledge and human resources to determine knowledge environmentally friendly. This study aims to analyze the influence of Green Intellectual Capital (consisting of Green Human Capital, Green Structural Capital & Green Relational Capital) and Competitive advantage on Business Sustainability SMEs in Indonesia & Philippine. This research was done with Quantitative Method using Structural Equation Modelling (SEM) analysis with software Partial Least Square (PLS). The population in this study was a sample of 100 people and the sampling technique is random sampling. This research proved that Green Structural Capital & Green Relational Capital have effect to Business Sustainability through Competitive advantage

Keywords: *Green Human Capital; Green Structural Capital; Green Relational Capital; Business Sustainability Through Competitive Advantage*