

Competitive Advantage of Green Intellectual Capital Based Small and Medium Industries in Semarang

ABSTRACT

Environmental management concepts such as green management, green marketing, green production and green innovation has been the attention of researchers previously, but still rarely give emphasis on aspects of intangible resources such as green intellectual capital consisting of green human capital, green structural capital and green relational capital in response to the issue of green innovation to create competitive advantage of the organization. The study sought to develop a green-based environmental management of intellectual capital in promoting green innovation to create competitive advantage of the organization. This study use a sample of small and medium industries (SMEs) in Semarang which includes textile products, pharmaceutical, electronics, food, furniture, chemical products, rubber and rubber products, leather and leather goods by 100 respondents. Technique of sampling using proportional random sampling. The data collection was conducted using a survey, through questionnaires and interviews with owners / managers of small and medium industries (SMEs) in Semarang. The research concludes that there is a significant relationship between green intellectual capital towards green innovation and competitive advantage. Environmental ethics and green innovation affect competitive advantage.

Keywords: *Intellectual Capital, Human Capital, Structural Capital, Relational Capital, Green Innovation.*