

# Impact of green human resources management practices on enhancing supply chain management image and performance

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## **Abstract**

Green human resource management (GHRM) and its implementation on supply chain management could enhance its competitive advantage and play a role in promoting its image in the marketing and branding its name. Thus, the aims of this study are to propose a framework for (GHRM) and supply chain brand relationship in Egypt and to propose an image for this integration. As retail sales have shown strong growth over the past ten years in Egypt applying GRHM may support to improve the economy and control the inflation

*global Journal of human resource management 2018, July*