



**EDUCATIONAL AND BUSINESS CENTER FOR DEVELOPMENT OF
HUMAN RESOURCES, MANAGEMENT AND SUSTAINABLE
DEVELOPMENT, NOVI SAD, SERBIA**

**INTERNATIONAL SCIENTIFIC CONFERENCE:
"CHALLENGES OF MODERN ECONOMY AND SOCIETY
THROUGH THE PRISM OF GREEN ECONOMY AND
SUSTAINABLE DEVELOPMENT"
– CESGED2023**

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AND SUSTAINABLE DEVELOPMENT”- CESGED 2023
NOVI SAD, 27-30 April 2023**

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OF GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT" – CESGED2023
Novi Sad (Serbia), 27-30 April 2023.

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- COMENIUS UNIVERSITY BRATISLAVA, FACULTY OF MANAGEMENT, BRATISLAVA, SLOVAKIA;
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Time and place of the conference:

- NOVI SAD, 27 – 30.04.2023.

Educational center for training in professional and work skills - conference hall,
Novi Sad, Industrijska no. 3;

Thematic areas:

- Green economy and sustainable development;
- Multidisciplinary approach in research:
 - economic sciences;
 - legal sciences;
 - mathematical sciences;
 - technical and technological sciences;
 - biomedical sciences;
 - philological sciences;
 - philosophical sciences and art;
- Economic theory and politics;
- General economy and economic development;
- Business and International Economics and Management;
- Entrepreneurship, leadership and human resource management;
- Management in service activities:
 - tourism and hotel industry;
 - healthcare;
 - agriculture and agribusiness;
 - education and sports;
 - culture and public information;
 - public sector and state administration;
 - banking and finance;
 - traffic;
 - construction; etc.
- Marketing, trade and logistics;
- Accounting, auditing and business finance;
- Business informatics and quantitative methods;

- Investments and technical-technological development;
- Industry 4.0;
- Law, security and criminology;
- Demographics and sociological-psychological research;

PREFACE

International scientific conference: Challenges of modern economy and society through the prism of green economy and sustainable development - CESGED 2023, was held from April 27 to 30, 2023 year in Novi Sad, with the aim of analyzing the real situation and looking at the perspectives, that is, the key tendencies of changes in contemporary science and society. Some of the key goals of this scientific meeting were the acquisition, expansion and deepening of scientific-theoretical and practical knowledge and findings from the relevant scientific fields, as well as encouraging socially responsible behavior in accordance with the basic principles of sustainable development and green economy. Bearing in mind the socially responsible behavior of the organizers of the conference, these analyzes were viewed primarily through the prism of green economy and sustainable development, while respecting the principle of gender equality.

Several organizations and scientific institutions from the state (public) and private sectors from the Republic of Serbia participated in the organization and implementation of the international scientific conference: Educational and Business Center for Human Resource Development, Management and Sustainable Development from Novi Sad, University of the Business Academy in Novi Sad: Faculty of Economics and Engineering Management - Fimek and Faculty of Law for Commerce and Judiciary in Novi Sad, Educational Center for Training in Work and Professional Skills Novi Sad and State University in Novi Pazar. Also, Comenius University Bratislava, Faculty of Management, Bratislava, from Slovakia (EU) participated as one of the initiators and main organizers of this international scientific meeting.

Since one of the organizers of the scientific conference was the State University in Novi Pazar, as the first and only integrated state university in Serbia that functions on the principle of a departmental model, the conference was interdisciplinary in nature with a multidisciplinary approach to research covering various scientific fields: economic sciences; legal sciences; natural and mathematical sciences; technical and technological sciences; biomedical sciences; philological sciences; philosophical sciences and arts.

We note with particular pleasure that the scientific conference brought together more than seventy eminent scientific workers: professors, researchers and experts from various fields from Australia, Japan, Brazil, Tunisia, the Kingdom of Saudi Arabia, Iran, Libya, Morocco, the United Kingdom (Great Britain), Slovakia, Germany, Austria, Hungary, Romania, Bulgaria, Greece, Turkey, Montenegro, Bosnia and Herzegovina, Republika Srpska, Serbia, as well as representatives of local communities and the public and private sector from the countries of the Western Balkans who took part in the preparation, organization and implementation of the meeting as members of the International Scientific and Organizational Committee.

At the gathering, authors from five different continents (from Europe, Asia, South America, Australia, Africa) from more than fifteen countries presented their scientific and professional works and the results of theoretical and empirical research to an interested scientific and professional public in the framework of plenary introductory lectures and lectures by thematic areas, that is, sessions.

At the very opening of the scientific conference, the representatives of the official organizers of the international scientific conference gave welcoming words and introductory speeches. The plenary - introductory lectures were followed by lectures by participants of the conference who presented the results of their theoretical and empirical research in defined thematic areas and in accordance with the planned agenda of the conference. The authors emphasized the importance of innovative technologies, green financing and entrepreneurship in promoting sustainable development, as well as the necessity of applying the principles of circular economy and reducing greenhouse gas emissions. In addition, an important segment of the scientific conference was devoted to the issues and importance of education, digitization and social networks in promoting sustainability, as well as the critical role that the health sector has and, as the participants of the conference apostrophized, will have more and more in the times ahead, in achieving sustainable development.

The conclusions of the conference highlighted the urgent need for effective solutions to global environmental and social problems, as well as the importance of interdisciplinary research and cooperation to achieve the goals of sustainable development. Finally, the authors-present participants of this meeting emphasized the need for environmental protection, ethical business practices and equal access to education, health care and employment opportunities as essential components of a sustainable economy and society.

From the total number of seventy one submitted abstracts and papers, in accordance with the defined thematic areas of the conference, conditions and deadlines, after the review process was completed, fifty eight papers received double positive reviews and thus met the criteria for publication in the Proceedings of papers of the International scientific meeting with a note that the responsibility for the views, assumptions and conclusions expressed in the papers are exclusively on the authors of the papers. The authors expressed special interest and paid special attention to the research in the field of: Green Economy and Sustainable Development; Management in service activities (tourism and hotel industry; healthcare; agriculture and agribusiness; education and sports; public sector and state administration; banking and finance; transport); Investment and technical-technological development; and Industries 4.0. Proceedings of papers can be downloaded from the official website of the State University in Novi Pazar (www.dunp.np.ac.rs).

Thanks once again to all the participants of the scientific conference, members of the international scientific, organizational and editorial board, authors and all reviewers, I would like to express my special gratitude to professor *emeritus* Ćemal Dolićanin, honorary president of the International Scientific Committee for selfless support and help in the organization and implementation of the scientific meeting at an enviable level and to the satisfaction of all participants who stayed from April 27 to 30, 2023 in the Novi Sad. Professor Ćemal Dolićanin left us suddenly, but his professional, scientific, social and human works we will never forget.

Editor in chief
PhD Jelena Premović, senior research associate

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GREEN ECONOMY AND HUMAN RESOURCE MANAGEMENT: MYTHS AND REALITIES OF GREEN JOBS¹

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ABSTRACT: The green economy is set up so that it can harmonize economic principles with ecological principles and its role and at the same time, its goal is to support sustainable development in accordance with the protection of nature and biodiversity. This concept puts an end to uncontrolled exploitation of natural raw materials. The emphasis is on green sectors, i.e. to those sectors that support the given goal, and they are expected to create new jobs. The transition to this type of economy requires new investments, the introduction of more expensive ecological production methods and procedures, and there is a need to manage human resources in such a way that they can attract people to those sectors that are ecologically sustainable. Such places are called green jobs and the jobs are called "green jobs". In this way, companies get new markets and new development opportunities, while at the same time care is taken to preserve nature and energy supplies. The green economic concept introduces the principle of rationality into production, and human resources in this concept experience a transformation from "being a cheap resource" to becoming a "trained, professional and well-paid workforce". However, the transition to a green economy requires a new way of organizing social protection, as well as paid and unpaid workers, as well as the stabilization of flexible forms of work.

KEYWORDS: green economy, human resources, companies, green workplaces, green jobs

1. INTRODUCTION

With the development of new technologies, a new way of using materials, requirements to save energy and resources, the issue of green economy has become equally important, which has the same goal: to save natural resources. The implementation of the principles of the green transition and building the foundations of a climate-neutral economy implies the existence of a social consensus on the role of the anthropogenic factor in the ongoing changes (Lobanov, Zvezdanović Lobanova, Zvezdanović, 2023). The following two aspects are crucial: a) the perception (recognition or non-recognition) of the climate problem and people's responsibility for its further deepening; b) readiness to take active action in energy and industrial policy within the framework of the green transition. In order to ensure a resource-

¹This paper was written as part of the 2023 Research Program of the Institute of Social Sciences with the support of the Ministry of Science, Technological Development and Innovation of the Republic of Serbia.

efficient, climate-neutral and sustainable model of development, most countries have formulated and adopted numerous strategies, plans and measures for their implementation. The aim of this paper is to point out the dynamic ecological development and transformation of the industrial sector towards sustainability. In this regard, we should first present the definition of the green economy. According to the UN Environment Program (UNEP), the green economy is defined as an economy that leads to the improvement of human well-being and social equality, with a significant reduction in environmental risks and disasters. Therefore, briefly, the green economy is low-carbon, socially inclusive and implies the efficient use of resources, in order to achieve economic, social and environmental goals. For these reasons, the green economy should be the carrier of new economic development in many countries. It includes both circular economy (waste recycling) and bioeconomy (rational use of biological resources, materials and bioenergy – biofuels, for example, the forestry sector) (United Nations Economic Commission for Europe [UNECE], 2023a). Then, it is crucial to answer the question about its importance. Therefore, the green economy is important because it calls into question the current economic model characterized by uncontrolled use of natural resources, increasing inequality, which negatively affect human health and jeopardize the survival of living beings on Earth. From the point of view of Human Resource Management, the role of the green economy is to improve human well-being, to foster social equality, but also to reduce the irrational use of natural resources (UN environment programme [UNEP], 2023a).

From a macroeconomic point of view, the economic advantage of a green economy is reflected in the fact that investments in new technologies increase productivity, improve the trade balance, and, in such way, contribute to an increase in real income in a country. From a microeconomic point of view, there are lower operating costs, job growth, income growth, but also a decrease in household electricity consumption, and success in the fight for a cleaner environment (Morriss, Bogart, Dorchak, Meiners, 2009, 329). The green economy is, in fact, low-carbon, socially inclusive and represent "a tool for supporting sustainable development with an emphasis on aligning economic goals with social and environmental goals" (UNECE, 2023b). The inclusive green economy, launched by the United Nations (UN), was tasked to encourage policymakers in member states, to support and stimulate investment in the environment as part of society's transition and sustainable development. This concept has become a strategic priority for almost all countries in the world, and it aims to encourage coping with challenges such as uncontrolled waste of resources which leads to their lack, inadequate urbanization, economic instability, but also the impact of climate change on life and work on Earth. The basic understanding of the green economy is in terms of more efficient and cleaner production (pollution reduction) and inclusive consumption (reducing inequality, solidarity, interdependence). This concept envisages the existence of strong institutions in order to support fiscal policy and social protection measures, as well as to preserve social and environmental development. An inclusive green economy needs to provide benefits in the areas of economy, health and security, aimed to ensure well-being for all people and to meet the set goals for social inequalities reduction and, thus, conflict prevention. Under this concept, by striving to maintain the continuity of development, countries will also seek to ensure well-being, eradicate poverty and preserve a healthy environment. In addition to many developed countries largely formulate industrial policies based on digitalization and new technological developments, the policy makers include green growth in industrial policy, as a way to increase productivity, competitiveness and, thus, improve economic growth which enhance, rather than damage, the environment. The part of industrial policy that includes green economic growth is called green industrial policy, and it

follows the structural changes that occur while promoting social and environmental goals (UNEP, 2023b).

This means, in particular, that governments, in the context of green industrial policy, should accelerate the transition of high-carbon industrial sectors to those sectors where emissions are reduced². Investments in green industry contribute to reducing other negative impacts on society and the economy, such as COVID-19, inflation caused by the war in Ukraine. Therefore, the ultimate goal is to harmonize economic principles with environmental principles, to support sustainable development in accordance with the protection of nature and biodiversity, to stop the uncontrolled exploitation of natural resources and raw materials. The emphasis is on the green sectors, i.e. those sectors that support the given target and are expected to create jobs. However, the transition to this type of economy requires new investments, the introduction of more expensive ecological production methods and procedures, which could slow down the restructuring process towards a green economy. There is also a need for new jobs and human resource management, in such a way that they can engage people to those sectors that are environmentally sustainable. Such jobs are referred to as „green jobs“.

According to this concept, human resources experience a transformation from being "a cheap resource" to becoming a "trained, expert and well-paid workforce". However, the transition to a green economy requires a new way of organizing social protection (paid and unpaid workers, but also the stabilization of flexible employment forms). By "greening the economy" and the green economic concept, enterprises gain new markets and new development opportunities, introduce the principle of rationality in production process, and, at the same time, take care of the nature conservation of nature and energy supplies. Therefore, the green economy represents a new development paradigm with the aim of providing new ways of economic growth (Brand, Wissen, 2006).

The green transition will bring numerous changes in the economy, especially in the labor market. In addition to numerous positive effects (such as the creation of new green jobs and new industries, changes in existing occupations and further training in accordance with new market needs), the green transformation will lead to the closing of jobs in mines and coal-fired power plants (Sharpe, Martinez-Fernandez, 2021). The traditional form of knowledge will no longer be sufficient for the survival of modern society, but there will be a need for those that will lead to the formation of new social forms, institutions and practices (Zvezdanović Lobanova, 2017). In addition, there is a justified fear that certain regions and sectors will be more affected by these changes, which reduces the readiness of economic policymakers for the implementation of the envisaged measures and actions. Therefore, the process of green transition could be slowed down due to fears and resistance of different structures in society. In this context, reducing labour market tensions, creating new jobs, improving the quality and availability of labour are tasks that could be solved only taking into account the specifics of the spatial organization of economic activity (Zvezdanović Lobanova et al. 2021, Zvezdanović, 2012).

²UN Institute for Training and Research (UNITAR), UN Environment Programme (UNEP) and UN Industrial Development Organization (UNIDO) developed a course entitled „Green Industrial Policy: Promoting Competitiveness and Structural Transformation“, so that all those interested could be better informed and implement changes in industrial policy that would lead to a green industrial policy.

2. BRIEFLY ABOUT THE 17 WELL-KNOWN SUSTAINABLE DEVELOPMENT GOALS OF THE UNITED NATIONS

In this kind of presentation, it is indispensable to mention the 17 Sustainable Development Goals (SDGs) of the UN, which are: 1. No Poverty; 2. Zero Hunger; 3. Good Health and Well-Being; 4. Quality Education; 5. Gender Equality; 6. Clean Water and Sanitation; 7. Affordable and Clean Energy; 8. Decent Work and Economic Growth; 9. Industry, Innovation and Infrastructure; 10. Reduced Inequality; 11. Sustainable Cities and Communities; 12. Responsible Consumption and Production; 13. Climate Action; 14. Life Below Water; 15. Life on Land; 16. Peace and Justice Strong Institutions; 17. Partnership to achieve the Goal. All 17 goals actually advocate a major green technological transformation of the economy, in order to increase clean technologies, reduce waste, and give priority to sustainable agriculture. Picture 1 shows the UN Sustainable Development Goals (United Nations [UN], 2023a).

Picture 1. The UN Sustainable Development Goals



Source: UN, 2023a.

However, goals 1 – 5, 8 and 10 are directly related to people's lives and work, in the context of green jobs – human resources. For example, goal 8, which addresses decent work and economic growth, involves the promotion of sustainable economic growth, inclusive and decent for all. Its aim is to observe how climate change mitigation leads to a positive impact on the country's employment sector, and, thus, improving the living and working conditions of people around the world. It also contributes to improve livelihoods and thereby provide economic security for many people. If a green economy leads to faster economic growth, it can contribute to wage inequality reduction in a country, which has a direct impact on narrowing the gap between rich and poor (UNEP, 2023d). The 2030 Agenda for Sustainable Development, adopted by all UN Member States in 2015, is very essential for the green

economy and green jobs, because it contains the previously mentioned 17 SDGs. In addition, Paris agreement (2016), which was created in response to climate change, is important because it formalized the transition to a green economy and includes decent work. Following the aforementioned two documents, the International Labour Organization (ILO) adopted in 2018 the document „Just transition towards environmentally sustainable economies and societies for all“. This constitutes guidelines for UN Member States on how to follow the instructions for the implementation of the sustainable development concept and natural resources conservation. The responsible for “greening” are governments, social partners, scientific institutions, international organizations of the UN, ILO, the International Monetary Fund (IMF) and organizations dealing with environmental protection (Maksimović, 2022; UN, 2015).

It is important to emphasize, since it does not seem immediately visible, that work and nature are intrinsically connected, because not only the people’s lives but also businesses depend on the natural environment and a healthy planet. It is expected that the transition to a resource-saving economy such as the green economy will make life better in terms of health. So far, it has been observed that climate change disrupted millions of jobs. Therefore, strong efforts should be made in order to discover opportunities to boost the economy and improve the quality of working life. ILO studies show that implementing the Paris Agreement on Climate Change could create a net gain of 18 million jobs by 2030 (International Labour Organization [ILO], 2023).

3. GREEN ECONOMY, GREEN JOBS AND MANAGEMENT HUMAN RESOURCES (HRM)

This chapter will be started with a quote, which reads “Green economy is the future. It promotes prosperity, creates decent work, resolves the root causes of conflict and contributes to the full enjoyment of all human rights – not only civil and political, but also economic, social and cultural” (UN, 2023b)³. Within it, the opening of green jobs or the performance of green jobs is foreseen. The question: "What are green jobs?" is justified. Thus, "green jobs are jobs that contribute to the preservation or restoration of the environment, either in traditional sectors (manufacturing or construction) or in new, green sectors (renewable energy sources and energy efficiency)". They help reduce waste and pollution, protect ecosystems, support adaptation to the effects of climate change, improve energy efficiency and should lead to the limitation of greenhouse gas emissions (ILO, 2008)⁴. At the business level, it is important to emphasize a few things, namely that green businesses produce goods or services that are beneficial to the environment, such as green buildings. Such products or services do not necessarily have to be based on green production technologies or green processes. This is exactly why their contribution is different (ILO, 2016). In Chart one, a presentation of green jobs according to the ILO is given, and they are marked with a dotted line (from the perspective of an environmentally friendly process) in all three types of jobs, namely jobs in the production of green products or services, jobs for decent work, jobs and employment in environmentally acceptable processes.

³This is a quote from Antonio Guterres, Secretary General of the United Nations.

⁴The key areas of public policies that support environmental, economic and social sustainability are macroeconomic policy and growth policy, industrial and sectoral policy, enterprise policy, skills development policy, occupational safety and health policy, social protection policy, active labour market policy, labour law and social dialogue and tripartism (ILO, 2015, 7).

Graph 1. Green jobs - jobs that are dotted - according to the ILO



Source: ILO, 2016.

Earlier it was discussed about the industrial policy and its changes with the development of the green sector, and now it is stated which sectors are important in order to be able to say that the transformation of work into a green industry is being carried out, namely agriculture, forestry, water management, the IT sector, the security sector, the sector of renewable energy and waste storage, construction, the transport sector and the sector of small and medium enterprises. Consequently, there are also changes in the domain of occupations, and the most affected occupations are in the mentioned industries, especially in construction, forestry, water management, agriculture, chemical industry production, glass production, cement, steel mills, wind turbine production and the renewable energy sector (Maksimović,2020)⁵. Important to the classification of green jobs are jobs in finance and banking.

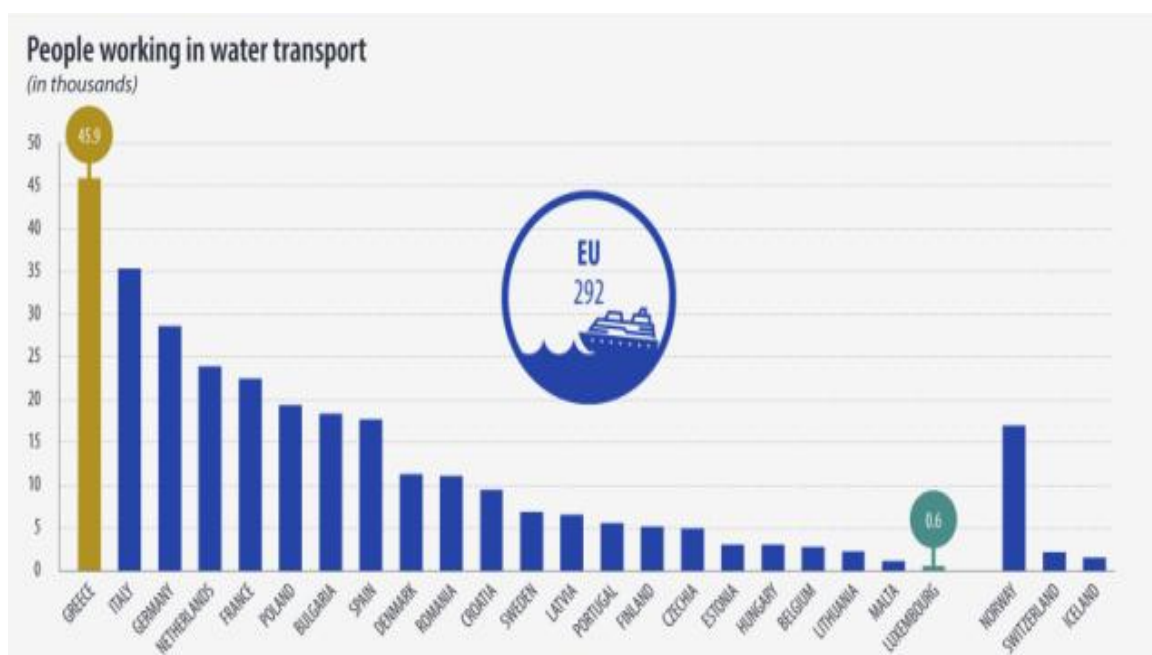
Namely, the "greening" of finances is carried out with the aim that banks would not only worry about profit, although it remains primary, but also behave socially responsibly and encourage the preservation of the environment, thus taking into account the ecological side of work. To this end, new businesses and innovative approaches to banking and finance can be developed, in order to increase investment in green projects. Institutions that adapt their business activities to the green strategy are banks, financial institutions and investment funds. For example, green banking jobs are classic banking jobs that have an added green component, and they can be in the retail sector, which are credit, depository and service jobs.

The most widespread are the jobs of issuing payment cards, green mortgage loans with a lower interest rate, or green car loans.

⁵Digitization also leads to transformation in the field of work, which affects the most: employees in sales, trade and traffic, then office jobs, manufacturing industry, construction, and some types of services such as financial services, tax consulting services and translation. The jobs least at risk from digitization are science, education, health, media, arts, legal services, engineers and computer workers, as well as social and psychological work and beauty care. With all these changes, new occupations such as data analysts, data miners, software and application developers, networking specialists, manufacturers of new machines and 3D printers, digital marketing and e-commerce specialists, as well as data filtering workers (Degryse, 2016).

Apart from them, equally important are green banking operations in the business sector and investment banking, which refers to lending to legal entities (financing of green projects, issuance of green securities, e.g. bonds, issuance of securitized securities, issuance of financial derivatives, issuance of credit guarantees and approval of leasing), property management and insurance activities (Sovilj, 2020, 267 - 268, 269-276). These jobs require additional adaptation and training of employees, so that banks or financial institutions can meet customers. On the other hand, data related to water traffic in the EU are also interesting. For example, according to EUROSTAT, 292,000 people aged 15-64 worked in water transport (inland waterways or shipping) in the EU in 2022 (0.1% of total employment). Of these, 78% were men, and 22% were women. Greece had the largest number of workers in water transport in the EU (45,900 people; 16% of the total number of workers in water transport in the EU), followed by Italy (35,300; 12%) and Germany (28,600; 10%). In contrast, the EU countries with the lowest number of employees in water transport are Luxembourg (600; 0.2%), Malta (1,200; 0.4%) and Lithuania (2,300; 0.8%) (EUROSTAT, 2023a). By the way, looking at economic data at the EU level, the unemployment rate in April 2023 was 6%, also in the first quarter of 2023, GDP growth was 0.1%, while the inflation rate was 7.1% in May 2023, and when viewed separately, the food inflation rate was 15.1% in May 2023 (EUROSTAT, 2023b).

Graph 2. Overview of jobs in water transport in the EU, for the year 2022



Source: EUROSTAT, 2023a.

4. MYTHS OF THE GREEN TRANSITION AND HRM

Observing from a scientific-research point of view, the application of the concept of green economy in the states is of a recent date, and this is indicated by economic indicators. However, it is important to emphasize that one should not attach almighty importance to the green economy, because it is only one segment of the entire economy. And one segment of the green economy is human resources. In this regard, there are several general myths, but also those related to human resources, which will be highlighted here.

4.1. General myths about the green economy and transition

When talking about the green economy, there are several general myths: the first myth is that only industrial societies lead to the colonization of nature in a destructive way. The fact that only industrial societies are polluters of the natural environment is not true. Namely, agrarian societies, which increasingly systematically intervene in nature, "colonize" it, do so with the intention of improving productivity. For this purpose, they clear forests, deplete the soil with artificial fertilizers, and this is a structural depletion of natural possibilities. Another myth is the attempt to equalize productivity in agriculture and industry. Of course, this equalization is not possible, because since the third and fourth decades of the 20th century, industry has had primacy, and continues to lead through the development of the IT sector and digitalization (Maksimović, 2014, 179). A third myth is that imposing technological progress through regulation is desirable (Morriss et al. 2009). The reality is that some technological changes cannot be introduced at the speed required by green economy studies, and are unable to meet today's demands due to a lack of funds or expertise, so the projected jobs will not arrive in the foreseeable future. The fourth myth is that technological innovation will be enough without social transformation. Analyzing the transition processes in the energy and agriculture sectors, it was concluded that: - social changes towards sustainability must take place at multiple levels (social niches);- then they are extended to the regime level (institutional structures);- then lead to the transformation of the overall social, political, economic and cultural setting (landscape changes).

The radical change is at the level of NICHE, then gradually at the other levels. These three levels are key to a sustainability transition that is understood as "long-term, multidimensional and fundamental, in order to establish a way to move from a socio technical system to more sustainable ways of production and consumption."Only in this way is the transition the result of clear goals and evolution, although this requires a broader concept of time. Only if, along with technological development in the context of sustainability, social changes take place in parallel, the ecological transition can have the name of a new development paradigm, which simultaneously preserves biodiversity and contributes to the reduction of inequality. It is necessary to have a legal framework that would regulate the innovations that would appear, and the bearers of change would be society, the economy and companies, but also non-governmental organizations and other individuals who are ready to be bearers of value transformation (Brand, Wissen, 2006).

4.2. Myths related to human resource management

Looking a little narrower at the issue of the green economy, i.e. in the context of human resource management and several myths have arisen. Namely, the first myth is the equalization of male and female workforce in the context of green sectors. In the labor market, especially in sectors with green jobs, there are lower activity rates of women compared to the male population. According to data from the International Labor Organization, in 2021, the participation of women in the labor force (women who are employed or actively seeking employment) was about 47%, while the activity rate of the male population was 72% (ILO, 2022). At the level of the European Union, the average activity rate of women between the ages of 20 and 64 is about 73%, while the average activity rate of men of the same age is 84% in 2021 (EUROSTAT, 2021). Also, the average employment rate of women at the level of the European Union is almost 68%, compared to the average employment rate of men, which is 78.5% in 2021. When it comes to Serbia, employment by gender in the green economy sectors (Table 1) in the period 2015–2021 year is such that it indicates a higher number of employed men compared to the number of women. The situation is similar in the EU.

Table 1. Employment by gender in green economy sectors (%) in the period 2015–2021.
in Serbia and the EU

	2015		2016		2017		2018		2019		2020		2021	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
SERBIA														
Agriculture, forestry, and fishing	36,6	63,4	38,6	61,4	38,9	61,1	38,8	61,2	38,8	61,2	37,4	62,6	39,5	60,5
Manufacturing	36,7	63,3	36,1	63,9	36,8	63,2	38,5	61,5	39	61,0	39,1	60,9	40,7	59,3
Energy sector	26,9	73,1	27,7	72,3	20,6	79,4	19,1	80,9	22,8	77,2	21,0	79,0	20,2	79,8
Water supply and waste management	21,3	78,7	18,3	81,7	24,8	75,2	25,6	74,4	23,3	76,7	21,1	78,9	21,0	79,0
Transport	20,2	79,8	19,9	80,1	21,0	79,0	20,3	79,7	20,1	79,9	20,0	80,0	19,0	81,0
Finance service and insurance	61,1	38,9	63,1	36,9	68,9	31,1	61,9	38,1	66,7	33,3	66,6	33,4	68,2	31,8
EU AVERAGE														
Agriculture, forestry, and fishing	34,4	65,6	33,5	66,5	33,6	66,4	33,4	66,6	33,3	66,7	32,8	67,2	31,2	68,8
Manufacturing	29,9	70,1	29,8	70,2	30,0	70,0	30,1	69,9	30,1	69,9	29,8	70,2	30,2	69,8
Energy sector	23,7	76,3	22,7	77,3	23,8	76,2	24,8	75,2	25,1	74,9	25,9	74,1	27,7	72,3
Water supply and waste management	20,1	79,9	19,9	80,1	20,0	80,0	20,3	79,7	21,7	78,3	20,9	79,1	21,6	78,4
Transport	22,5	77,5	22,5	77,5	22,4	77,6	22,2	77,8	22,5	77,5	22,3	77,7	22,6	77,4
Finance service and insurance	53,3	46,7	52,8	47,2	52,9	47,1	53,0	47,0	53,0	47,0	52,7	47,3	52,8	47,2

Source: Ostojić, Maksimović, Stojković-Zlatanović, 2022.

Another myth is that the creation of green jobs will lead to the stimulation of productive employment. However, the reality is that one should not exaggerate expectations, because green jobs will involve a huge number of officials, bureaucrats and employees in administrative positions who do not produce goods and services for consumption. These are often expensive positions, and as such do not lead to an ecologically acceptable social environment. So many of the forecasts for green business acceptability that will cause some kind of "boom" may be false. The third myth is that green jobs promote employment growth, but the reality is a bit different. Namely, so far it has been established that green jobs do not promote green employment with higher productivity. Not infrequently, green jobs encourage low-paid jobs in rural areas, as shown by the example in this research paper. So, the question is, will the majority of green jobs continue to be those jobs that are less well paid? It is also a big question to what extent the female workforce will be involved. The issue of workforce efficiency is also raised. In addition, it should be taken into account that many jobs will be eliminated, due to the restrictive measures that governments have labeled as a product of backward technology harmful to the environment (Morris et al. 2009). In support of this, he says that it is not good to introduce dubious technologies, which are driven by some special interests, because this generates stagnation. Panama can be cited as a positive example of energy and social inclusion, as it is one of the three winners of the ILO program on energy innovation transition. However, in this example, it is about lower paid jobs in rural areas. Namely, the energy sector is extremely important because it drives countries' economies and maintains jobs, but it also has negative effects because it generates about two-thirds of global greenhouse gas emissions. As part of the Luz en Casa Ngabe-Bugle project (*Luz en Casa Ngabe-Bugle Program - translated as "Light at home"*), the ILO, through a non-profit Panasian organization, launched a program on the use of photovoltaic systems in the community of *Guanabal de Pena Blanca, Comarca Ngabe Bugle*. This program provided electricity to more than 2,700 families and small businesses in the Ngabe-Bugle region. Also, this led to the development of renewable energy companies and technology, and a certain number of people in rural areas of Panama received energy. Due to the geographical distance, conventional electrification was not possible, and through a renewable energy source off the grid, i.e. solar home systems of the third generation, in remote households the quality of life has increased. It was done by selecting companies that provided training, equipment, maintenance to the population in order to successfully use the advantages of the solar panel network. These companies also organized training for indigenous and tribal peoples through ILO Convention C169 (ILO, 2023).

5. CONCLUSION

More relevant than ever, despite the consequences of the Covid-19 pandemic and the consequences of the war in Ukraine, the green economy strives to persevere in the demands of saving natural resources and energy. It requires overall changes, so in addition to technological changes, social changes are also necessary that lead to dignified work, reduction of inequality and well-being for all in accordance with the goals of the United Nations. It is low-carbon, socially inclusive and aligns economic with social and environmental goals that lead to the reduction of biodiversity pollution. Green industrial policy should contribute to the reduction of those sectors with high carbon emissions, although this requires new investments and training of human resources. The assumptions are that human resources in these sectors

will be better paid, although so far all the facts show that jobs are developing in rural areas, as stated in the example (ILO, 2023). It is true that green jobs occupy a part of all total jobs (Graph 1), and that the transformation towards a green industry is carried out primarily through agriculture, forestry, water management, the sector of renewable energy, waste storage, the transport sector, the sector of small and medium enterprises, but also banking and finance sector (Sovilj, 2020). This stage of development is accompanied by green economies and certain myths about excessive benefits, which are possible only after some time and material investments.

However, in today's world of great changes, deep social changes are needed to cope with technological changes and multiple crises, and the green economy is one of them. That is why it is said that she is the bearer of new development in all countries of the world.

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