

Green leadership: Sustainability Accounting Catalyst towards Digital Business Development

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ABSTRACT

This research was conducted with the aim of developing descriptively the concept of green leadership as a catalyst for sustainability accounting towards digital business development. This study uses a qualitative method, with a literature review design. The secondary data sources tested were only articles or journals indexed by Scopus Q1, Q2, Q3, Q4 and International Journals. This research was conducted because there is still a scarcity of research themes on green leadership and digital business economics, especially sustainability accounting in Indonesia. This research is a development of the concept of accounting economics, especially green leadership towards the sustainable development of digital business

Keywords: Green leadership, Digital Business Accounting

JEL Classification:

INTRODUCTION

Resources have a role as a driver for other resources to function and run, as well as being a determinant for the progress and retreat of an organization, through various potentials such as ideas and thoughts, expertise, feelings, desires, educational status and background, age, gender and others which if brought into the organization can be utilized and optimized their potential to achieve organizational goals (Zihan & Makhbul, 2024). Resources are part of the catalysts that exist in sustainability accounting. Activities in a company or organization, human resource management are also very important so that these activities can be carried out smoothly and to achieve the desired goals (Song et al., 2020). Therefore, sustainability accounting has a key role in integrating business strategies in organizations, through the development of skills, motivation, values, and trust among employees to achieve and maintain the triple bottom line (people, planet, and profit) (Cahyadi et al., 2023).

Currently, many organizations have implemented green leadership sustainability practices in various parts of the world (Alreahi et al., 2023; Benevene & Buonomo, 2020; Darvishmotevali & Altinay, 2022; Marrucci et al., 2021; Ren et al., 2020). In this regard, the sustainability of green leadership behavior has become an important research area in organizational studies. Various researchers have defined the sustainability accounting of green leadership behavior in the aspects of comprehensiveness and basic environment as an integration of sustainability of green leadership behavior with the aim of saving and maintaining environmental ecology for future generations. Sustainability of green leadership behavior is also one of the efforts that can help in reducing the impact of environmental damage.

According to Environment Performance Index (EPI) data, environmental quality in Indonesia ranks 116th out of a total of 180 countries, and 10th in Asia-

Pacific with an EPI value of 37.8 (Yale University, 2020). Where we are still far behind Malaysia, Vietnam, and Thailand which are notabene developing countries and are in the top 100. From this, it can be seen that public concern for environmental sustainability is still low (Setiono et al., 2019). This can be based on a lack of self-motivation in behaving environmentally friendly. Various parties allege that the main cause of environmental damage is the result of development strategies and policies that are not environmentally friendly. National development strategies and policies are considered to prioritize the achievement of economic interests alone compared to the interests of the environment and society. In fact, the environment and all natural resources and economic resources of the community are acquired and exploited excessively by the state, and economic actors to realize the interests of economic growth and profits alone. The social and environmental problems that arise are increasingly complex and dangerous, and this is considered a phenomenon of "paradoxical economic growth" resulting from greedy economic behavior (Edwards, 2021).

n fact, as a country that is enjoying a demographic bonus, Indonesia now has a very large number of young people who have the potential to drive change. Based on statistics, of Indonesia's 270 million population, around 25.87% are millennials (now 24-39 years old) and 27.94% are generation Z (8-23 years old). Their potential in the form of idealism, high and dynamic mobility, social care and solidarity, innovative and creative as well as courage and openness, can be maximized to become a driver of the preservation of Indonesia's natural resources and environment in the future. The ability of an individual to determine policies that are pro-environmental and can influence, as well as mobilize other individuals in the organization to support pro-environmental policies is called green leadership (Darvishmotevali & Altinay, 2022). Green leadership is more specifically as an individual's charismatic leadership ability to change and persuade others to engage in pro-environmental actions (Khan, 2023).

Green Leadership can be done by developing educational techniques and environmentally friendly information. Thus, in this way, it is hoped that it can further encourage young people to care about environmentally friendly development, open opportunities for young people to build a network of environmental rescue fighters, and open up spaces for dialogue between young people and environmental and forestry policymakers (Kardoyo et al., 2020). Some experts also argue that protecting nature and its resources for the next generation has emerged as an urgent priority for communities, policymakers, and corporate managers (Al-Taai, 2021; Masocha, 2019; Ren & Jackson, 2020; Brahmasari & Ratih, 2024). Therefore, sustainable development strategies for environmental sustainability are growing rapidly in various companies in response to challenges and natural disasters caused by ecosystem damage, environmental pollution and climate change.

The increasing role of sustainable development is a form of implementation that leads to environmental issues into the company's mission, goals, and policies in all functional areas, including human resource management. Considering that environmental damage can have a bad impact on the continuation of human life.

Thus, it is necessary to apply environmental conservation practices and provide insight into the importance of maintaining environmental conditions. This has led to development, starting from green human resource management to becoming green transformational leadership, and now green leadership. This research was conducted with the aim of developing descriptively the concept of green leadership as a catalyst for human resource management towards sustainable economic development. This research was conducted because there is still a rarity of research themes on green leadership in Indonesia. Therefore, it is hoped that this research can be a pioneer in explaining the concept of green leadership for the next generation. The contribution of this research is theoretically expected to be a development of the concept of human capital management, especially green leadership towards sustainable economic development. In practical terms, this research is expected to be useful for company management in creating green leadership programs or other programs that are more environmentally friendly for sustainable development in digital business.

METHOD

Literature review yang baik harus bersifat relevan, mutakhir, dan memadai. This study uses a qualitative method, with a literature review design. Literature Review research design is a description of theories, findings and other research materials obtained from reference materials to be used as the basis for research activities (Sugiyono, 2018). This literature review study contains reviews, summaries, and the author's thoughts on several literature sources (articles, books, slides, information from the internet, etc.) about the topic discussed. A good literature review must be relevant, up-to-date, and adequate.

In the process of making this study, the approach used is scoping review. Various sources of literature are collected with the aim of creating a mapping of the development of the accounting profession in Indonesia so far. The method of searching for articles in the database of research journals and searching through the internet. The database search used is Google Scholar from 2020 to 2023. For article searches, the keywords used in data collection are also listed as "green leadership", "sustainability accounting", and "digital business development".

In the process of searching for articles, researchers use criteria to homogenize the articles found so that the articles obtained are not too many. These criteria are listed in the following inclusion table.

Table 1. Data Inculcular Criteria

Criteria	Inclusion
Period	The maximum time span for journal publication is 4 years (2020-2023)
Language	English and / or Indonesian
Subject	Green Leadership, Sustainability Accounting, and Digital Business
Journal Type	Original Research Article (not from review)
Text Availability	Full Text / Open Access
Indicates	Scopus Q1, Q2, Q3, Q4 and International Journal

Source: Data tabulation, 2024

This Literature Review is synthesized using a narrative method by grouping similar extracted data according to the measured results to answer the objectives of the research journal in accordance with the inclusion criteria, then collected and made a journal summary which includes the name of the researcher, the year of

publication of the journal, the title of the research, the method and the summary of the results or findings. The summary of the research journal is entered into a table sorted according to the year of publication of the journal. To further clarify the process of journal analysis, abstracts and full text journals are read and observed. The summary of the journal is then analyzed on the content contained in the research objectives and research results/findings.

The data used in this study is secondary data. Secondary data is data obtained not from direct observation. However, the data was obtained from the results of research that had been carried out by previous researchers. The secondary data source in question is in the form of scientifically tested research journals contained in articles or journals indexed by Scopus Q1, Q2, Q3, Q4 and International Journals. The analysis used was through 3 stages of analysis, namely 1) the content of the journal, then 2) coding the content of the journal and 3) being reviewed using bibliometric analysis of the data that had been collected, then looking for similarities and differences and then discussing to draw conclusions.

RESULTS AND DISCUSSION

The Emergence of Green Leadership

Leadership is an important component in organizational management (Purwanto et al., 2022). Leadership is the ability to move, influence, motivate, invite, direct, advise, guide, instruct, command, prohibit, and even punish (if necessary), as well as fostering with the intention that humans as management media are willing to work in order to achieve administrative goals effectively and efficiently (Bahzar, 2019). Leadership is the core of management that is in charge of mobilizing organizational resources. Leadership is related to the existence of a leader who is seen as having the ability and skills to lead the organization in order to achieve the expected goals. A successful leader is able to carry out the leadership process to achieve goals by applying management techniques, namely regulating, inspiring, increasing the trust or self-confidence of subordinates, thereby affecting the performance of all employees (Deni, Amiartuti, Siti, 2024).

Lately, research on transformational leadership styles has stolen a lot of attention. This is because previous studies have found a significant influence of transformational leadership style on organizational development (Bahzar, 2019; Cahyadi et al., 2023; Kawiana et al., 2020; Wang & Huang, 2022; Zihan & Makhbul, 2024). Transformational leadership style is the ability of a leader to inspire his employees to go beyond their own interests. Basically, this transformational leadership style is aimed at motivating employees to do better than what can be done, in other words it can increase the confidence or self-confidence of employees which will affect the improvement of their performance. This shows that a leader must implement several things so that his subordinates feel at home, such as good engagement and ownership of what they do. Leaders must also be able to encourage their subordinates to have the confidence to take risks and influence that they will succeed. A person without confidence will not dare to take risks and find it difficult to find success (Jaya, 2023). In addition, there must be happiness at work that will encourage the hard work that a person has.

Green leadership is a new leadership concept applied in green human resource management (Constantinus et al., 2022). This green leadership style must

have environmental insight, be passionate, proactive, full of initiative and be creative towards the interests of the people and the universe. Green leadership must also have a mission to realize a balance between ecological and social support and development, both physical and non-physical. Green leadership can impact relationships between individuals and organizations in an effort to achieve sustainable environmental goals. The success of green leadership can be known from the ability of leaders to manage economic, social, and environmental responsibilities in a balanced manner to achieve overall company performance.

The presence of green leadership is inseparable from the destruction of ecology, environmental issues and environmental crimes and various other environmental law issues (Grossmann et al., 2021). The Indonesia Corruption Watch (ICW) report in the first semester of 2020 stated that state losses due to natural wealth corruption reached nearly Rp30.5 billion. Recently, the Financial Analysis and Transaction Reporting Center (PPATK) said that the alleged flow of illegal funds, including money laundering, in the environmental sector from 2022 to 2023 reached up to IDR 20 trillion. With the existence of Green Leadership, in this context it seeks to change the economic and social system that is considered to threaten the environment (Egri & Herman, 2000). Many studies show that green perspectives and leadership have a strong influence in promoting environmentally friendly products (in this context policies) (Chang & Ching-hsun, 2013). In the current environmental "emergency" conditions, strong leadership is needed in its perspective and policy. Green leadership or green leadership that cares about environmental sustainability and saving in this context becomes relevant. Above all, green leadership must be able to provide equitable solutions not only for the sake of environmental sustainability, but also justice for the community, especially local communities or communities most vulnerable to climate change.

The Role of Green Leadership in Digital Business Accounting Development

Development is a dynamic process that consists of a series of structural and functional changes in society that occur as a result of intervention in regulating the volume and quality of resources available to society. In general, economic development is defined as a process in which there is a transition from a state of underdevelopment to a state of development. This requires a change in the economic structure, and therefore results in an increase in the production capacity of economic resources (Kostis, 2021). Economic development is considered a process of raising the national income level (Aminata et al., (2022), Dikky and Siti, 2023).

One of the important problems faced in economic development is between meeting development needs and efforts to maintain environmental sustainability (Grossmann et al., 2021). Economic development based on natural resources that does not pay attention to environmental sustainability aspects will ultimately have a negative impact on the environment itself. Because, basically, natural resources and the environment have a limited carrying capacity. In other words, economic development that does not pay attention to the capacity of natural resources and the environment will cause development problems in the future. The concept of sustainable development has long been the concern of experts. However, the term sustainability only appeared a few decades ago.

The Government of Indonesia continues to increase its commitment to addressing the challenges of climate change and sustainable development (Aminata

et al., 2022). So, the concept of development must now coexist with sustainability and sustainability. Development, which is basically more economically oriented, can be measured in terms of sustainability based on three criteria, namely: No waste of natural resources or depletion of natural resources; No pollution and other environmental impacts; and the activity must be able to increase usable resources or replaceable resources (Bappenas, 2021).

Some of the sustainable development goals include efforts to realize the equal distribution of benefits of development results between generations, which means that the use of natural resources for the sake of growth needs to pay attention to reasonable boundaries in the control of ecosystems or environmental systems and be directed at replaceable natural resources and emphasize as low as possible the exploitation of irreplaceable natural resources. Second, safeguarding or securing the preservation of existing natural resources and the environment and preventing ecosystem disturbances in order to ensure a good quality of life for future generations. Third, the utilization and management of natural resources solely for the sake of pursuing economic growth for the sake of equitable distribution of sustainable use of natural resources between generations. Fourth, maintaining sustainable people's welfare (society) both now and in the future (inter-temporal). Fifth, maintaining the benefits of development or management of natural resources and the environment that have long-term or sustainable intergenerational benefit impacts. Sixth, maintaining the quality or quality of human life between generations in accordance with their habitat.

Sustainable development prioritizes the connection between humans and nature. For this reason, it is necessary to maintain the balance of nature because it can provide resources, clean air, water, and biodiversity that every individual human need. Environmental protection and restoration is a shared responsibility that must be prioritized by every individual, government, and company. This is because the natural environment can provide invaluable resources for human life. As a form of symbiosis of mutualism, all need each other and need each other. When one of the driving components no longer has a function as a balance, then destruction is in front of our eyes (Butler, 1991). Therefore, it is very important for the role of the current young generation in supporting environmental and forestry conservation, and making the young generation a potential asset as an environmental agent. The involvement of the younger generation in controlling climate change is very important. The existence of the current young generation is the largest in history. This is the time for Indonesia's young generation to show their great potential, and become an important part of decision-making.

The next generation is needed in efforts to protect and manage Indonesia's environment and natural resources in the future, which is equipped with education, knowledge and leadership. Talking about leadership means talking about managerial (management) issues. The management of natural resources and the environment is among the most complex and requires the attention of all elements of the nation, including the younger generation (Al-Taai, 2021). Based on data from the Central Statistics Agency, from the results of the Population Census (SP2020) in September 2020 recorded the number of Indonesia's population of 270.20 million people (an increase of 32.56 million people compared to the results of SP2010), around 25.67% are millennials (24-39 years old), 27.94% are generation Z (8-23 years old), this means that Indonesia currently has a number of young generations who have the potential to be the drivers of change. The potential they have is in the

form of idealism, high mobility, care and solidarity, innovative and creative, as well as openness of insight, this potential can be maximized to become a driver of Indonesia's nature and environmental conservation in the future.

The concept of green leadership will not be realized without the good will of the younger generation, they must be able to take the initiative and momentum, that natural resources and environmental problems in the future require their role in managing and handling them. On the other hand, the Indonesian government has also set a green economy plan as one of the main strategies for economic transformation in the medium to long term to accelerate economic recovery after the Covid-19 pandemic, as well as encourage the creation of inclusive and sustainable economic development. One of the forms of the green economy that will be worked on is the implementation of carbon pricing policies in the form of carbon cap and trade, as well as a carbon tax scheme in 2023 (Jaya & Padilla, 2024).

CONCLUSION

The research emphasizes developing green leadership to enhance sustainability accounting in digital business. By leveraging the potential of Indonesia's young generation, green leadership can drive significant progress in environmental conservation and sustainable digital business growth. The study serves as a foundational exploration into green leadership within human capital management and practical applications in company management.

There are 3 (three) key terms explained. First, triple bottom line, a sustainability framework that includes social (people), environmental (planet), and financial (profit) considerations. Second, scoping review, a type of literature review aiming to map key concepts and types of evidence available in a research area. Third, bibliometric analysis, a method to analyze the quantitative aspects of journal articles to understand research trends and patterns. Promoting green leadership and integrating it into sustainability accounting, organizations can better align business strategies with ecological and social goals. Thus fostering sustainable development in the evolving digital business landscape.

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