



Green HRM – A way to Environmental Sustainability

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ABSTRACT:

In recent years, corporate organisations throughout the world have grown more mindful of the fact that increasing movements in industrialization have an impact on business production, technology, and other associated activities, all of which contribute to an improvement in the standard of living. Meanwhile, environmental hazards have been exacerbated, and this has resulted in ecological concerns to human health. Because of this, it is now necessary to recognise the significance of integrating environmental Management with human resource management, a concept known as Green Human Resource Management (GHRM). Because humans and the environment are the most essential resources on the globe, it is imperative that green practises be implemented in order to save both. When developing an environmental strategy and implementing Green human resource management (GHRM) practises, the goal is for employees to have a positive impact on the environment through Greening their workplace. The study focuses on the Green Human Resource Management (GHRM) and the numerous Green Human Resource Practices, as well as the significance of green human resource processes in the process of going green. The article also looks into the nature and scope of green human resource management initiatives implemented by sample firms based on secondary data. Finally, this paper suggests some social implications of green human resource practises for environmental sustainability and, as a result, understands the acceptance of green human resource practises by an organisation and also provides a glimpse into the future of green human resource management (GHRM).

Keywords: *Environmental Management, Green HRM, Green HRM practices, and Sustainability.*

I. INTRODUCTION

As a result of the current state of globalisation, expansion and development have risen to the top of the priority list for organisations and businesses. Scientists, environmentalists, and legislators are debating the influence of increasing industrial activities, as well as human consumption patterns, on the environment, which they believe is having a negative impact. Climate change-related difficulties such as rising global temperatures, deforestation and wildfires, and expanding pollution around the world are some global challenges that necessitate quick and continuous action to alleviate these climate urgencies (Naz, Oláh, Vasile, and Magda, 2020). In recent years, organisations have come under increasing pressure from a variety of stakeholders to implement environmentally friendly business practises, making it increasingly important to identify green practises that contribute to long-term sustainability (Sharifa K. Mousa, 2019). The protection and preservation of the natural eco-resources system's has long been seen as a high concern by decision-makers and top executives in a variety of industries (Howard-Grenville et al., 2014). Companies are currently engaged in increased competition, which necessitates the need for managers to continually seek out new ways to optimise their most important organisational resources, namely human resources (HR). Human resources (HR) are considered to be a critical success factor in the implementation of policies and practises, as well as in boosting long-term performance (Harel and Tzafirir, 1999; Sheehan, 2014).

Therefore, organisations can use human resource management (HRM) to develop or generate effective eco-friendly practises (Renwick, Redman & Maguire, 2013), and this can be accomplished through the various activities of human resources



that aim to put into practise the policies of green human resource management (Renwick, Redman & Maguire, 2013). (Renwick, Redman, and Maguire, 2013). Renwick, Redman, and Maguire (2008) developed a formalised formalised formalised formalised (Renwick, Redman, and Maguire, 2008). There is an urgent need to incorporate Green Human Resource Management practises into our daily lives, both at work and at home, as part of our overall sustainability efforts (Brio, Fernandez and Junquera, 2007; Fernandez, Junquera and Ordiz, 2003; Ramus, 2001, 2002; Renwick, 2008). According to these academics, the adoption of environmental practises as a major objective of organisational functioning is extremely important since it allows for the organisation to be significant in conjunction with the robustness of human resource management practises (Jackson et al., 2011; Daily and Hung, 2001; Sarkaris et al., 2010).

Growing worldwide environmental concern and the development of international environmental standards have resulted in the creation of a new industry. It is necessary for businesses to adopt formal environmental policies and procedures (Daily and Huang, 2001). External pressure on environmental sustainability has heightened the sense of responsibility among organisations, which has multiplied in response to this demand. Organizations have taken a variety of steps to work in a more environmentally friendly or sustainable manner, and green human resources management has emerged as a critical practise in many organisations.

Importance and benefits of GHRM

Today, hundreds of organisations are implementing sustainability plans as a response to the challenges and catastrophes that climate change has brought about and is progressively threatening to bring about in the future, according to the World Resources Institute. in order for businesses to flourish and progress on their sustainability journey Green human resource management is critical in the achievement of broader objectives such as cost reduction, improvement of corporate social responsibility standards, and making organisations more attractive to potential employees in terms of employer branding. Several advantages, according to Parul Deshwal, include the following: Employee retention and labour turnover are improved as a result of this. Improved brand reputation in the market and the potential for increased sales; improved quality of the overall organisation, both internally and externally; improved stakeholder engagement; reduced overall costs of a company as

energy, water, and raw materials are used more efficiently; and helps manage risks more effectively are some of the benefits of corporate social responsibility (CSR).

II. OBJECTIVES OF THE STUDY

- To understand the concept of green HRM practices in sample organizations.
- To study the acceptance and implementation of G-HRM in sample organizations.
- To know its influence on environment sustainability.

III. GREEN HHM PRACTICES

1. Environmentally friendly HR practices

Green HRM practices are the set of activities directed at an organization's human resources with the goal of attaining organisational objectives while also maintaining environmental sustainability.

2. The preservation of knowledge capital

The concept of green human resources centres around several essential factors. fundamental that is the protection of knowledge capital. Pallavi & Bhanu (2016) define knowledge capital as follows: "Knowledge capital, commonly known as intellectual capital, is defined as the intangible ability of an organisation that mainly focuses on precious ideas and valuable methods which helps the organisation in getting a competitive advantage over the rest of the crowd in the market" (Pallavi & Bhanu, 2016). In order to develop and maintain sustainable business practises, as well as to raise awareness, green HRM involves utilising every employee contact in such a way that it aids businesses in their efforts to run their operations in an environmentally friendly manner.

Green businesses experience lower attrition rates than their non-sustainable rivals. Increased employee happiness equates to increased work satisfaction, increased productivity, and increased retention (lower employee turnover ratio). Green companies and their environmental initiatives have a great impact on employee retention ratio. Companies with strong green initiatives and CSR activities have a competitive edge over other companies. Employees trust these companies better. These initiatives increase employee engagement and employee participation, this leads to reduced absenteeism and stress at work and increased productivity. Employees in green companies have a positive outlook towards their future endeavours, more confidence in the company and the ability to



fulfil not only organizational goals but also personal and environmental goals.

3. Online advertisement and invitation of application online

Online advertisement and invitation to apply online: As a result of technological advancements, employers can now publish job advertisements online on job boards and on their own company websites. We can also communicate by SMS on mobile devices and various mobile apps. This is a simple and time-saving procedure. The only requirement is that candidates have Internet connection. The primary advantage of this method is that the applicant can review and obtain information about the company in which he or she is interested; otherwise, this would not have been feasible.

4. Green recruitment and green selection

Green human resource management begins prior to the hiring of new staff. It dates all the way back to the process of developing or approving job descriptions (JD) for newcomers in collaboration with other departments. And what difference does it make? Because JDs that feature sustainability-related jobs – or even job advertising – demonstrate that businesses care about social and environmental issues, they eventually strengthen a company's employer branding offer. The selection procedure will assess individuals' proclivity towards eco-friendly conduct. A simple question on climate change during an interview or a group dynamic that incorporates a business case and sustainability concerns are two straightforward approaches to ascertain someone's level of ecological awareness. Additionally, a green score can be assigned to each candidate and added to the total spreadsheet of scores (if the traditional selection procedure taught in HR classes is used), which will eventually rank the top prospects.

5. Green Orientation

It assists organisations in shifting their human resource orientation toward the promotion of sustainable employee behaviours by raising employee awareness of the organization's environmentally friendly resource utilisation.

6. Green Performance Management and Evaluation

Performance management (PM) is a procedure that encourages individuals to develop professional abilities that contribute to the organization's goals and objectives being met more effectively. How may employee performance be

enhanced in the interest of sustainability? Without metrics, there is no fun: staff should have jobs with duties and KPIs that include sustainability goals. By include "green" activities in job descriptions, businesses can also build a case for applying for the B Certification, the highest (and sexiest) corporate sustainability level. In an ideal world, these objectives would be created using the OKR process, with global corporate objectives integrated and cascading into other areas and divisions. Finally, Green PM's ultimate purpose is to establish a quantifiable indicator of an organization's ability to accomplish its environmental objectives and targets.

7. Green Learning and Development

Green learning is a program that seeks to develop and enhance special skills and knowledge among the employees for a particular job. Training helps to do the job in the most effective and efficient way. Development is a much broader term. It aims at an employee's future growth, performance, and career path. Development is a long term process and focuses on employee's future prospects rather than just a particular job. Proper training and development increase the rate of employee retention and profits for the business concern. It helps employees to be dynamic and adapt to the changing environment at a faster pace. This gives a Learning and development is a process that focuses on the abilities, information, and attitudes of employees. The objectives of green training and development are as follows:

- To raise awareness of the current environmental challenges that are occurring around the world - through periodic newsletters or briefings with environmental organisations;
- To teach more staff on waste reduction, energy conservation, and resource conservation practises – such as recycling, turning off lights, and shutting down laptops;
- It is necessary to educate more operational personnel and company decision-makers about processes that occur along the companies' value-chain that allow them to decrease waste, save energy, and save resources – such as applying circular economy principles to waste or reconsidering energy sources;
- To encourage employees to look for opportunities in their jobs that will help their companies become more environmentally friendly;
- In general, to encourage an environmental protection mind set among a company's employees, with the hope that the organisation will act consciously today and be on the lookout for possibilities to become more sustainable tomorrow.



8. Green Compensation and Reward for Environmental Excellence

Employees' contributions to the development of a more environmentally friendly organisation are recognised through green compensation and reward. When people perform well, it is the outcome of the company's strategic sustainability goals being met, and it serves as evidence of this achievement. Generally speaking, there are three different forms of rewards: Salary increases, cash incentives, and bonuses are examples of monetary-based rewards; non-monetary rewards include sabbaticals, special leaves, discounts, and gifts to employees; and recognition-based rewards include highlighting the green contributions of employees through widespread publicity, public praise, and appreciation of sustainability efforts by top management. The fact remains that the developing a system with appropriate financial incentives might be difficult due to the difficulty in conducting an accurate and fair evaluation of environmental behaviour and performance.

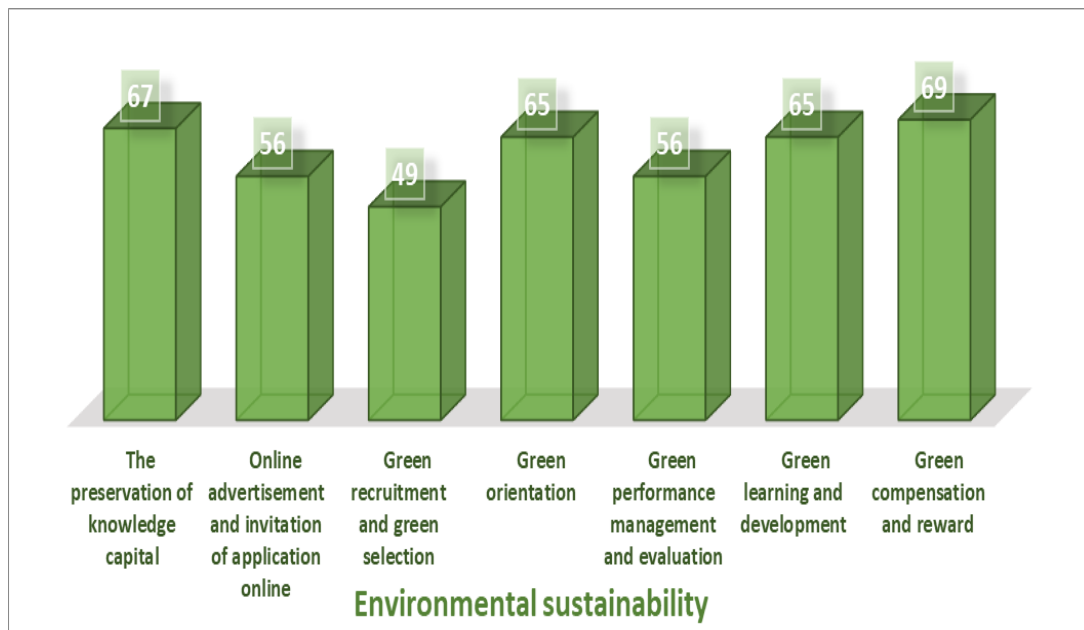
9. Green Leadership and Management

It is the requirement for organisations to change into sustainable development that motivates the study of environmental leadership (Liu et al., 2018). As global environmental problems have become increasingly serious, organisations that are the primary source of environmental contamination have been compelled to assume responsibility for addressing environmental concerns. Environmentally proactive behaviour is also required of organisation executives as a result of pressures from a variety of stakeholders including governments, consumers, communities, and rivals (Bansal & Roth, 2000; Wu, 2014). Including

environmental factors into the framework of corporate competitive advantage analysis is necessary, with the emphasis on the fact that achieving competitive advantage is dependent in large part on the organization's management capabilities, which facilitates the achievement of an environmentally sustainable business model. The ability to influence a positive movement toward a future environmental vision, according to Berry and Gordon (1993), is what defines environmental leadership.

10. Green Information Sharing Techniques and Empowerment

The ability to develop green and sustainable software in relation to the greening of the software development process. The ability to describe and create software products in a specific manner, as well as the positive and negative implications of the software development life cycle process on long-term development, are continually being evaluated. In recent years, a wide range of information and communication technologies (ICTs) have smoothly merged into people's daily lives, facilitating tasks such as social communication, healthcare monitoring, and environmental management, among others. In this article, we discuss the "Green Computing" paradigm from the perspective of new information technology technologies and their green initiatives. We identify the following new information technology technologies: (a) cloud computing, (b) mobile computing, (c) the Internet of Things (IoT), (d) big data analytics, and (d) software-based networks. The use of information technologies (ITs) as a platform to support the greening and sustainability efforts of other businesses through environmental monitoring and societal awareness is becoming more common.



IV. ENVIRONMENTAL SUSTAINABILITY

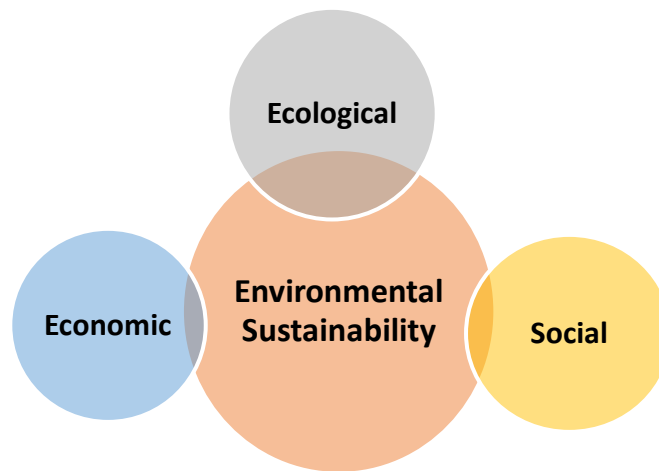
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V. CONCLUSION

Based on the data and studies shown above, it can be stated that with suitable planning, regulating, organising, and leading, we may successfully apply green human resource practises in our businesses. Among the most prominent outcomes of green HR practises are: telecommuting, online training, teleconferencing, electronic filing, and virtual interviews, as well as job sharing, recycling, and the development of more energy-efficient office environments. Due to the increasing environmental consciousness of society, businesses are beginning to include environmentally friendly initiatives into their regular work environments. Despite the fact that implementing green human resource management practises is difficult in the beginning, once they are adopted, the company gets sustainability and a competitive advantage by assuring corporate social responsibility. As a result, businesses should include green human resource management strategies into their day-to-day operations.



Green human resource management methods are essential for promoting social, economic, and ecological aspects, and this may result in a great lot of benefit for the firm, the employee, and also a significant contribution to the sustainability of the environment. Despite this, employees must be actively involved in environmental management, since they play a critical role in ensuring that environmental plans are implemented more effectively than before. Employees may feel empowered to embrace specific environmental management practises in order to ensure the long-term viability of the environment. Because of this, environmental regulations must be advocated in order to provide better prospects for improvements in areas such as waste reduction and the development of lean manufacturing. This may also aid in the development of greener products as well as the creation of green savings through waste removal. Organizations must adapt new processes, technologies, and tools in order to have a good impact on the environment as a result of the constantly changing means of conducting business, concludes the report.

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