

A CONCEPTUAL STUDY ON THE APPLICATION OF GREEN HUMAN RESOURCE MANAGEMENT (HRM) PRACTICES IN INFLUENCING ORGANISATIONAL SUSTAINABILITY

¹S. Meena, ²T. Girija

¹Associate Professor, Department of Commerce, MGR Educational and Research Institute, Chennai

²Associate Professor, SSN School of Management, SSN College of Engineering, Chennai

Abstract

Human resource function is stated as the key driver to apply key organisational environmental policy for enhancing organisational and environmental sustainability. In the current context innovation is considered as the key driver for sustainable growth and development in the organisation, management tend to enable their employees to think critically and innovatively for using the resources of organisation and manage them for economic profits. The green human resource management (HRM) enables in the integration of business environmental practices to the HRM process like recruiting and selecting the candidates, training them and enable in implementing performance management systems for achieving environmental sustainability. Employers and professionals can demonstrate a useful link between employee participation in the overall environmental management programs and also to enhance organizational sustainability, with more focus on the critical waste management and the creation of green products. This creates a sense of morality and loyalty among employees for the viability of the organization, which also helped to recruit and retain employees. When an organization can reduce its costs and increase its profitability through a green HRM. The future of Green HRM tends to be more promising in the coming years since many organisation and employees are focusing their attention to enhance the environment along with profits for their shareholders.

Keywords: Green Human resource management, Sustainability, Training and development.

INTRODUCTION

In the present era of digital revolution and innovation, business enterprises are focusing in using the natural resources to produce products in order to meet the needs of the customers and generate profits for its shareholders for sustainable growth and development. Previously, the top management were not much focused in protecting the environment and apply measures for enhancing its sustainability. Human resource function is stated as the key driver to apply key organisational environmental policy for enhancing organisational and environmental sustainability. The Paris climate accords has made all the

government and business enterprises to apply efforts in reducing the pollution and enable in reducing the impact of environmental degradation by creating more awareness to the employees, channelise their efforts in creating products and services which are non-toxic and enable in protecting the environment and enhance organisational sustainability (Jackson, 2011).

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profits (Lee, 2009). Modern customers are more focused in understanding the manufacturing process of the product and also analyse the steps taken by the companies in protecting the environment, hence organisation is required not only to generate profits but also focus on environment and social aspects of the business for achieving sustainability in an effective manner. Green management is stated as the critical process by which the organisation tends to manage the environment through creating environmental strategies for sustainability (Cherian, 2012). There is a clear requirement for the management to possess the balance between profits and conserving the environment for the future generation.

The green human resource management (HRM) enables in the integration of business environmental practices to the HRM process like recruiting and selecting the candidates, training them and enable in implementing performance management systems for achieving environmental sustainability (Popli, 2014). It is noted that the implementation of clear and concise recruitment system, performance evaluation and introduction of novel training methods will assist in employee development and contribute effectively for organisational sustainability in the future. Companies are now adopting online mode of employee screening, providing them the training and work with team's location in different geographical boundaries through technology, this has enabled in reducing the movement of individuals from one location to another and also support environment in a sustainable manner, furthermore employees were provided with training and other resources for supporting environment improvement programs for organisational sustainability (McWilliams, 2001).

On a general parlance, green HRM practices is considered as the activities involving in selecting the candidate, training and development, creation of reward system and implementation of performance management approach which enable the individuals in creating awareness of environmental aspects, provide new ideas for implementing eco-friendly practices in order to achieve organisation sustainability. Green HRM is mainly concerned with the overall transformation of employees so as to achieve the

key environmental goals of the business and enable the management to channelise the efforts of the individuals in achieving organisational sustainability (Jain, 2015). Furthermore, Green HRM is mainly referred as the policies and practices which makes the employees to focus in adopting the environmental policies of organisation, suggest the management with new and innovative methods which can enable business to create products and services which are more eco friendly and thereby achieving organisational sustainability and development. The main purpose of green HRM is to create and enhance the greening of the business and imparting the policies to each employee.

Objectives of the study

The main objectives of the study are stated as follows:

To provide critical understanding of different dimensions of green HRM in business organisation

To understand the relationship between green HRM and organisational sustainability

Need and significance for the study

It can be stated that the Green HR practices tend to enhance the overall intentions into the routine behaviour of employees in the organisation furthermore it can enhance the implementation of various novel practices in the organisation for sustainable growth and development. The green team included recruiting people with organizational vitality, high technical and leadership skills who are well versed in environmental issues, urging other employees to transform from a regular employee to a green employee and offer them training that promotes employee morale and attitude. individual, society, organization and environmental sustainability (Gill, 2011). For the ecological team, the work analysis process generally focuses on environmental aspects, such as obligations and responsibility for environmental reporting. Identify and influence candidates with experience in environmental management. A test focused on the environment and interview techniques that enable managers to identify suitable candidates for environmentally conscious work. This

practice ensures that selected candidates have personality traits and attitudes to waste reduction, demonstrate creativity and innovative ideas for environmental sustainability.

Dimensions of Green HRM

The main aspect of implementing the stated practices is that it supports the management in reducing overall carbon footprint in different function of human resource management, the company can tend to implement green recruitment practices which will reduce paper work, also enable in selecting the candidates through online which will reduce the overall carbon foot print in the atmosphere, implement online training and development for the employees and also enhance ecological association among the individuals. People are the business ambassadors for their own organization, so every employee in the organization is a sponsor of organizational sustainability practices. Green HR is a process where environmentally friendly personnel policy is implemented, which leads to profitable leadership and a high degree of employee commitment to promoting organizational sustainability (Opatha, 2014).

Job Description and Analysis:

A job description is a detailed study of a job that contains tasks, tasks and responsibilities related to organizational and environmental sustainability. Today, some business organizations have incorporated as many environmental and social roles, duties and responsibilities as possible in all their work to protect organizational and environmental sustainability. For some business organizations, each job description contains at least one organizational and environmental sustainability obligation and, where applicable, specific environmental responsibilities (Kumari, 2012).

Recruitment and selection:

In order to enhance the paperless process of recruitment, the management tend to apply digital method like implementing online application form, conducting telephonic interviews which will enable in reducing paper waste, reduce fuel consumption and other costs. These aspect enable in protecting the environment and also protect the ecological

aspect of the environment. When choosing vacancies in certain economic organizations, candidates with experience in the conservation and conservation of natural resources are considered to promote environmental sustainability (Kaur, 2011). During sample interviews, this commercial organization addresses environmental issues. Here are some good green selection methods that all organizations can apply, in addition to choosing environmentally friendly individuals with regular selection criteria related to the specific tasks and responsibilities of the position affected by the sales organization.

Training and Development:

The training can teach employees about the company's green initiatives, such as reducing greenhouse gas emissions and so on. In order to achieve organizational sustainability, it is also important that seminars, conferences and workshops are organized at organizational level for all employees with environmental awareness. Hence, business enterprises are focusing in implementing various technological tools for providing training and development for their employees and contribute for sustainable growth and development (Retika, 2015).

Performance Evaluation and Compensation Management:

Measuring the organization's employees' environmental performance is a very difficult task. A performance evaluation system that complements the environmentally friendly personnel aspects are mainly needed for developing environmental performance in the business. The management can enable in linking the key result areas of the employees to the green initiatives which can help in measuring the overall performance of the individuals in the business. (Renwick, 2013).

An employee's ecological performance appraisal should be performed separately as part of the organization's performance appraisal system. Cash amounts and non-cash rewards can be used to achieve an organization's organizational vitality. The monetary reward for contributing to environmental sustainability can be distributed in the form of salary increases, bonuses and cash incentives, while non-monetary rewards can include special leave, gifts to employees and family members. Organizational profitability is strongly dependent on business organizations'

environmentally friendly management methods. Providing incentives for employees to recycle and manage waste, support flexible working hours and telecommunications and reduce long-distance travel is also a green reward management method.

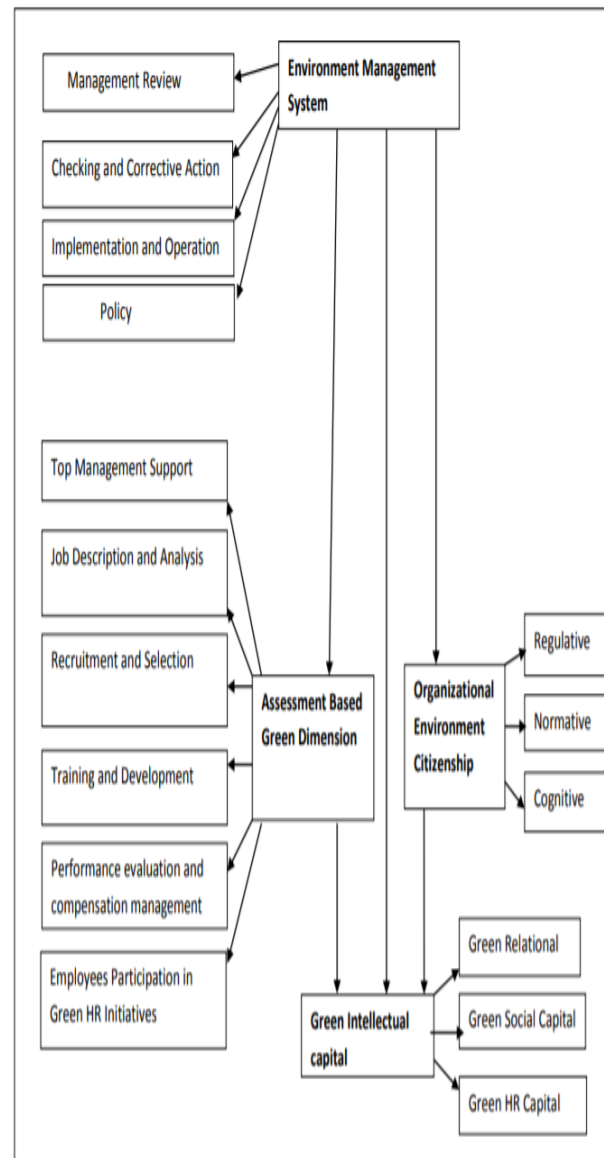
Employee Participation in Green HR Initiatives:

This aspect states that the participation of employees is highly important for achieving green HR initiatives, therefore the management is focusing in providing the necessary support and provide various initiatives and employee engagement aspects. (Rani, 2014). Each company is a set of employees with different characteristics, interests, perspectives, so they follow different methods daily and have different impacts on environmental sustainability. Some have followed methods that degrade environmental sustainability, and others have followed ecologically sound human resources in both areas of life. It must be recognized that active employees who are actively involved in environmental sustainability initiatives can play an important role in implementing more effective environmental strategies that are implemented to conserve natural resources and promote organizational sustainability.

Relationship of Green HRM and Organizational Sustainability

The adoption of organizational viability with specific functions and job descriptions enables the organization to integrate environmental strategies into daily development and production. that waste is reduced and managed and that all employees know their own work and functions can promote a sustainable use of resources to promote organizational sustainability as defined in management and provide a sustainable workflow and standards for all business organization purposes. In a study, they argue that a business organization can achieve organizational viability and environmental sustainability at the same time if all parties (individual, employees, organization) are involved. It is believed that awareness of environmental issues and human behaviour also played an important role in environmental measures, and the lack of awareness causes obstacles and difficulties in environmental

behaviour (Merriman, 2012). A high level of knowledge and awareness of environmental awareness plays a larger role in encouraging environmentally friendly attitudes and behaviours and helps employees determine their behavioural priorities based on their effectiveness and the organization's environmental values.



An important indicator of employees' involvement in the organization was discussed. If turnover is low, organizational commitment is high, employees are not looking for a new job and they leave the organization with low turnover, the company will not invest in training for the new individual, also provide the necessary aspect to enhance culture for enhancing competitiveness. In short, it is clear that employees are committed to their

organization and will take measures to improve the organization's reputation and performance for organizational sustainability initiatives (initiatives for social responsibility, environmental sustainability programs, etc.

There is another level of commitment to environmental sustainability. The dimensions can be used to determine the degree of commitment: (1) environmental sustainability initiatives and (2) integration of environmental sustainability goals with the organization's goals, functions and functions as explicit recognition. When employees recognize an organizational commitment to sustainability, organizational commitment will increase. It can also increase the administration's trust. Commitment is the bond that the employee usually feels with the body. Employees who are committed to organization usually think they meet and understand the organization's environmental goals (Nijhawan, 2014). The added value for these employees is that they are generally more determined in their work, show relatively high productivity and are more proactive in supporting organizational vitality. The organization's employees who are passionate about their work are the bridge that connects organizational sustainability with environmental sustainability.

Green HRM model for corporate sustainability
Green HR focuses primarily on the conservation and conservation of natural resources and the promotion of organizational and environmental sustainability, the reduction and elimination of environmental waste and the transformation of products, tools and processes. HR procedures that lead to higher efficiency and lower costs. The results included a free ride, division of labour, video conferencing, online interviews, recycling and teleworking, online training and the development of a more energy-efficient office space (Jackson, 2011). As society becomes more environmentally conscious, companies will begin. This study examines the sustainability of the organizational environment based on the concept, which consists of the regulatory, regulatory and cognitive consequences of implementing an environmental management system and developing HR interventions based on it. green classification. Based on the literature reviews, this study proposed the following structure for

green personnel management and organizational vitality.

Conclusion

The organization found that it had implemented a series of green personnel management initiatives to promote sustainability. However, a more serious approach is needed to implement them, to communicate with the team and to encourage employees and all stakeholders to adopt these green initiatives and reward them appropriately. There is an urgent need to integrate green HR policy with various HR functions, such as recruitment and selection, training and development, performance and remuneration management, employee involvement in green HR initiatives (Opatha, 2014). The study also shows that employee engagement and participation play an important role in promoting organizational sustainability with a focus on waste management, recycling, compliance with health and safety standards, the introduction of training modules and the promotion of a friendly organizational culture of the environment. In this way, organizations indirectly add value to their brand image and pave the way for a cleaner, safer and more environmentally friendly work environment for employees and the company's stakeholders. Employers and professionals can demonstrate a useful link between employee participation and participation in environmental management programs to promote organizational sustainability, with particular emphasis on waste management, recycling and the creation of green products. Trade unions and employees can help employers adopt green HRM policies and practices that help protect and improve employee health, safety and well-being. The article focuses on the participation of human resources in green initiatives and sustainability activities. The study shows that human resources are involved in mobilizing employees to implement Green HR initiatives. This creates a sense of morality and loyalty among employees for the viability of the organization, which also helped to recruit and retain employees. When an organization can reduce its costs and increase its profitability through a green HRM. The future of Green HRM looks more promising in the near future, with employees, management and stakeholders.

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