

GREEN HUMAN RESOURCE MANAGEMENT

Abstract

In the present scenario, Green HRM is an emerging topic. Green movements at global level served as the foundation for the creation of Green HRM. This endeavour utilizes each employee to support sustainable practices and raise employee commitment and awareness to the sustainability challenge. Using HRM policies Green HRM encourages resource sustainability within organizations and, more broadly, to advance environmental sustainability concerns. The main definition of "Green HRM" is "HRM policies and practices that contribute to the larger corporate environmental agenda."The objective of this book chapter is to explore the various green human resource management practices and knowing their importance. Scheme of green HRM helps to make large form of corporate social responsibility. A competency-based, strategic perspective is replacing the traditional financial perspective in the business world. Green themes are already well-liked in the environmental and social facets of the modern business sector. Green Human resource management, in general, focuses on HR practices that are environmentally friendly and support the sustainability of any resources an organization may have. This book chapter shows Business organizations need to embrace environmental strategies and programs due to growing environmental awareness worldwide and the creation of international standards and norms for environmental management. Green HRM is essentially the integration of environmental concerns with human resource management. This chapter evaluates ten green HRM practices, those are green job design and analysis, Human resource planning, green recruitment and selection, Induction and Orientation, learning and development, performance management and appraisal, compensation and reward management, Green Health and safety, green employee discipline management, green employee discipline management.

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I. INTRODUCTION

The green movement all around the world has made emergence of topic Green HRM. The concept of Green HRM is becoming popular worldwide as aimed to contributing towards sustainability goals. The concept aimed of attempting to boost savings of energy and reduction in wastage by industries and other living habits. According to historians, the history of HRM began in England in the early 1800s, during the artisans and apprenticeship age, and it further expanded in the late 1800s, with the advent of the industrial revolution. Thinking strategically about how businesses will need to adapt to change and survive in various time periods was one of the most significant catalysts for the creation of HRM. Global worries about environmental issues have grown in recent years, particularly since the industrial revolution's consolidation, which has accelerated environmental degradation. These concerns increased pressure and forced businesses and industries to implement environmentally friendly strategies and goods in order to develop and apply green management. People are more eager than ever to conduct business in an environmentally responsible manner, and they recognize that doing so is part of being a contributing member of society. As a result, businesses should implement green practices. Many organizations are now using green business practices to conduct their operations, and green HRM is becoming more and more common in many organizations. Green HRM has been the emerging field of research in the organisational study. As HRM has evolved, many developments have emerged to enable it to fulfil the various demands of the business sector. In order to fight against global warming Organisations should take up very important role. To succeed in ever-evolving world the companies can implement green technology as their corporate plan. Organisation has to discover ways to deal with reducing ecological footprints in addition to handling the economic issues. In order to succeed in their sector and to earn maximum profit by shareholders, companies have to concentrate on social and environmental factors along with economic and financial factors. The term Green HRM majorly applicable to the contribution of policies and practices in the field of Human resource management. This is generally known as Green Human Resource Management or GHRM. It includes all the workers in adapting practices of sustainability and promoting the awareness about eco-friendly lifestyle.

II. CONCEPT OF GREEN HRM

Green HRM refers to the policies, practices and systems of the company that makes the organisation and its employees green, for the interest of the society, individual, natural environment and the business. It includes various practices such as recruitment and selection, compensation and reward, training, performance appraisals to make sure employees understand and implement green behaviour. It includes all the workers in adoption of sustainable goal practices and making aware about environment friendly lifestyle.

The concept "green human resources management" involves applying various techniques of Human Resources Management (HRM) to support sustainable behaviours which is ecological and enhance staff commitment to environmental sustainability concerns. It takes into account the principles and objectives of environmental management (EM) while implementing initiatives of human resources (HR) resulting in environmental performance improvement, which is imperative for reducing employees' carbon footprints.

The subject of how to incorporate ecological practices into the field of human resource policy became more popular as a result of the growing importance of sustainable

development in the creation of a modern company's competitive edge, and is now frequently referred to as Green Human Resources Management (HRM).

It entails implementing eco-friendly HR initiatives that increase productivity, cut costs, and improve employee retention and engagement. These initiatives encompass online training, recycling, energy-efficient office spaces, telecommuting, sharing car, job sharing, teleconferencing, and interviews done by virtually. In turn, they benefits companies reduce carbon footprints of employees.

III. BENEFITS OF GREEN HRM

- 1. Improves Company Public Images:** This public relations strategy can be used to hold a going green event. The media press can be used to increase environmental awareness. To appeal to customers that Favor green products, green initiatives are being implemented in product packaging, marketing, and materials.
- 2. Money Saving:** Green HR practices save money. This endeavour will recommend people various practices which will reduce excess use of energy, unnecessarily wastage etc...
- 3. Decreases Environmental Impact:** Utilize products with extended shelf lives and recycle paper reduces required energy to make substitute products. If a plant produces solar energy which is more than it consumes, the surplus can be sold to the power industry, which will make them to produce less energy.
- 4. Utility Costs Reduction:** With the use of technology which is energy effective and reduces waste helps small companies to reduce their utility bills drastically. Star-rated CFL bulbs can be replaced with incandescent light bulbs which reduces electricity bill at considerable rate.
- 5. Companies Gets Rebates and Tax Benefits:** Green human resource practices are more concerned about environment and sustainable practice. In order to encourage these initiatives by organisations electric companies, federal, state, and local governments are providing various tax incentives and rebates. Companies by implementing green human resource practices can avail all such benefits.

IV. LIMITATIONS OF GREEN HRM

- 1. Preliminary Cost:** The fact that going green requires a substantial initial investment is biggest drawback. An example of a green home renovation would be adding a new roof or new barriers to prevent heat from escaping the house. To complete the work, though, would need spending a sizable sum of money.
- 2. Insufficient Funds for Investment:** In general, the goal of practicing environmental safety, such as building a home which is energy efficient or hybrid vehicle purchase, is for reducing impact on environment while saving money over the long term. Since green buildings and cars tend to use less energy, initial expenses are frequently offset over time by energy reserve money. The issue is that making environmental improvements frequently results in lower investment returns than anticipated.

3. **Increased Capital Expenditures:** Green conversions need substantial financial outlay that decreases the organisation's performance in its core business while the investment pays for itself. This may result in reduced company revenue or annual earnings.
4. **Competition:** The objective of going green is to win over customers and gaining good brand image. but green practices are not economically viable, this will make company at a competitive disadvantage. If national rules and regulations are implementing to force organisations to practice green, this might give international firms a competitive edge.
5. **Reluctance by Employees:** Many workers believe that it is not their responsibility to protect the environment when they are at work. The educated workforce of today, though, takes environmental management knowledge into consideration while choosing their employers.
6. **Minimum Effect:** It is believed that if everyone were to develop environmental awareness, it would have a notable and obvious impact. But not everyone can be persuaded to be environmentally conscious, and many people think that doing so has little impact outside of economics. This means that for some people, developing environmental awareness is a personal choice.

V. NEED FOR GREEN HRM

We have been witnessing unanimous consensus for the requirement of environment management all over the world. This initiative took up since the pollutants which has effect of damaging, among industrial waste having a major role depleting and deforesting our natural resources very fast. The green HRM is a western one gave the importance economic development for environment. The corporates are more significant in developing issues relating to environment and the corporation must give clarity in this hazardous.

In today's world we need green HRM For several reasons;

- To protect environment by taking initiatives for crisis of energy, changes in climate, global warming
- To encourage and instruct the employees both financially and non-financially to conduct their roles in a sustainable way
- To encourage employees
- To develop environmental performance by various HR functions such as empowerment, training, environment management system (EMS) etc...
- To motivating employees to engage themselves in environmental management activities in corporate sector.
- To give operations and product which are environmentally friendly

VI. INITIATIVES OF GREEN HRM

1. **Energy Preservation:** Organisation implementing various energy conservation initiatives to combat several environmental impacts. Departments of HR has started operations wherein employees are directed to turning off lights, TVs and PCs while leaving office and encouraging to use renewable energy.

2. **Green Printings:** Organisations using software which will result in reduction in paper by 20 % and ink by 50% without compromising with quality
3. **Paperless Office:** Consumption of paper in office gradually reduced as result of introduction of IT. Now a days e-business have changed methods and procedure at office by converting themselves into paperless offices.
4. **Water Saving:** Wastage of water has been reduced drastically. Manufacturing processes, watering to lawns has taken care in this regard similarly leakages in sinks, toilets and other places must be monitored.
5. **Waste Recycling and Disposal:** Recycling saves energy and reduces wastes, this effort makes cleaner and fresher environment, various organisation adoption recycling method to develop the recycled products and to reduce waste.
6. **Green Recompense:** Green HRM practice can be specified as prospective tool in supporting activities which are environmentally friendly. Initiating green recompense to all individuals and the departments for innovative efforts and contributions to conserve energy, reducing wastes and tackle with other environmental issues

VII. POLICIES AND PRACTICES OF GREEN HRM

1. **Green Job Design and Analysis:** work analysis entails gathering data on knowledge, skills, and abilities that an individual should have in order to successfully carry out a given work. Prior to creating a position, decisions are made about its duties, responsibilities, required resources, human resource needs, and working relationships within an organization. Job descriptions are one of the results of job analysis and design. Job descriptions serve as an official framework for identifying a position; they can include the precise duties, obligations, requirements, general objectives, competences, and knowledge that the firm is looking for Various environmental protection duties task and responsibilities can be specified in job description. In present era various companies designed position or jobs keeping in mind environment protection and conservating resources.
2. **Green Human Resource Planning:** Companies can forecast type and number of employees needed to implement various programmes, initiatives, activities of corporate environmental management. In order to solve their environmental problem these are very good techniques companies can use. corporate environmental management initiatives require for some new professions and a particular set of skills. In this situation Planning for green human resources imperative. In addition to that companies have to decide on tactics to fulfil the expected demand for environmental work (such as hiring consultants or specialists to do energy or environmental audits), and they outsource work occasionally.
3. **Green Recruitment and Selection:** Now that technology has evolved so far, everything is conceivable online. On their websites, businesses can post job openings and allow applicants to upload their resumes. These activities significantly lower the use of paper. The recruiter must now swiftly ascertain whether the applicants are prepared to follow their eco-friendly criteria after choosing the approach. Group dynamics and the most

urgent environmental issues, which combine sustainability concerns with an organization's strategy, should be the subject of some interview questions. In job description green related issues must have specified.

- 4. Green Orientation:** An organization's orientation program must include how these new hires will function in accordance with the organization's green principles. The company must also outline its environmental policies and the eco-friendly procedures it employs to reduce waste, carbon emissions, and other things. Induction programme must be planned in such a way as to make the induction of recruited employees into green consciousness culture.
- 5. Green Learning and Development:** Learning development is critical method which enhance the skills, ability and knowledge of the employees. This platform can be used to improve the environmental consciousness among employees by designing various training programmes such as energy conservation, waste management, recycling factors etc... When informing and preparing the new hires for their normal working tasks and responsibilities, the business must take into account their green actions and skills. It makes the company ecologically responsible and sustainable. Learning and development opportunities may encourage staff members to generate original suggestions for enhancing the viability and sustainability of their organizations.
- 6. Green Performance Management and Appraisal:** One of the motivational approaches is performance management this will improve the technical knowledge that help in achieving company goals and objectives. Green task, targets and responsibilities like green awareness creation and encouraging employees to participate in green activities can also be included in performance appraisal of managers. Performance management strives to advance a worker's technical skills and knowledge so they may more effectively serve the goals of the business. As a result, it also includes sustainability objectives that are assessed using certain metrics to create a company that is more environmentally conscious.
- 7. Green Compensation and Reward Management:** Through reward and compensation management, you may acknowledge your employees' efforts to improve the environment. Environmental performance sustainability depended on green compensation and reward management. Green reward system helps to motivate managerial and non-managerial people. There tow ways in this regard financial and non-financial. Financial rewards are incentives, bonuses, cash etc. And non- financial rewards are awards, special recognition, honours, prizes etc...
- 8. Green Health and Safety:** Management of green health and safety have greater scope than the traditional one. There are businesses today that have expanded their standard health and safety duties to include environmental management and protection. These businesses have consistently invested in developing various environmental-related initiatives to lower occupational sickness and employee stress brought on by dangerous working conditions. Green safety management includes new aspects of organisation environmental management in addition to traditional method of health and safety because of extended scope of green health and safety corporates redesigning the position of health and safety manager as a manager of health, safety and environment. In some companies

in order to protect health and safety of employees have formulated various strategies such as green factory, green zone etc...

- 9. Green Employee Discipline Management:** Organisation must ensure green behaviour in the workplace. In order to do that green discipline management practices are imperative. Many companies realized that management of discipline as a tool to regulate superiors and subordinates in activities of environmental protection in organisation. clear set of guidelines companies have established to direct and regulate employees to be concerned about environmental protection in accordance with the organizations' environmental policy. In organizations, disciplinary actions such as warnings, fines, suspensions, etc. are framed against an employee who violates environmental norms and regulations.
- 10. Green Employee Relations:** Extended scope and importance of green HRM resulted in penetration into the management activities of employee relations and union in the organisation. Support of employee relations and union needed for executing programs and initiatives of environment management. In order to get expected support of trade unions for company's environmental management activities, several businesses have tactics such as joint discussions, gain sharing, and recognition of the union as a significant stakeholder in environmental management. It's an best idea to improve a company's environmental performance.

VIII. CONCLUSION

Companies can enhance their performance by knowing and understanding scope and importance of Green Human resource Management practices. As a result of society which became environmentally conscious corporates started adopting green initiatives in their day-to-day activities. In order to make companies operations green, GHRM is the best tool. Today many organisations are best known for their green practices. But few organisations couldn't implement green HR practices in their various functional areas of Human resources management.

This study has helped to know best areas such as job design, HR Planning, recruitment and selection, training and development, reward and remuneration, employee health and safety etc... to implement green HRM practices. Employees Green attitude, green behaviour, green performance and green competencies are shaped with the help of green HRM. Therefore, by this analysis we can suggest companies to give more importance to making all activities of HRM Green.

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