

'GOING GREEN' AT WORKPLACE: A COMPREHENSIVE ANALYSIS

Anurag Hazarika¹
Samikshya Madhukulya,
Anwesha Hazarika

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ABSTRACT

Green HRM projects are those that include environmental management into HRM processes, which are becoming more and more important. Utilizing every employee interaction to support and maintain environmentally friendly business practices and increase awareness is known as "green HRM," which helps businesses run more sustainably. Thus, green HRM encompasses two main elements: knowledge capital preservation and eco-friendly HR procedures. The purpose of this study is to examine the state of and obstacles to green HRM practices in India, an area of very little research. Examining the present Green HRM methods used by Indian companies, their degrees of awareness and execution, and their rate of growth in the Indian context are the main goals. The study addresses the need to comprehend green human resource management in developing nations like India by evaluating the success rate of green HRM implementation.

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1. INTRODUCTION

The term "green human resource management," or "green HRM," describes how environmental management is included into HRM procedures (Yong et al., 2020). It highlights the significance of sustainability in all facets of HRM with the goal of encouraging resource responsibility and environmental preservation inside businesses (Stahl et al., 2020). The idea came about when organizations realized more and more that they had a duty to prevent environmental damage and support sustainable growth (Renwick et al., 2013). A variety of techniques intended to harmonize HR regulations with environmental goals are referred to as "green HRM." According to Jabbour and Santos (2008), these include green performance management, which assesses staff members based on their contributions to environmental goals, green training and development, which provides workers with the knowledge and skills necessary to support environmental initiatives, and

green recruitment, which gives preference to candidates who have a commitment to sustainability. Furthermore, green HR practices encourage a work atmosphere where employees are engaged and knowledgeable of environmental issues (Saeed et al., 2019).

Beyond its positive effects on the environment, Green HRM is important. Employers who adopt green HRM practices frequently see an increase in employee morale and job satisfaction because their workforce takes pleasure in working for an organization that prioritizes sustainability (Hameed et al., 2022, Abdelhamied et al., 2023). Additionally, by reducing waste and using resources more effectively, these methods can save money. Strong Green HRM policies also help companies maintain a favorable public image, which can bolster their competitive edge in the marketplace (Tu & Wu, 2021).

This paper explores "Green HRM," the incorporation of environmentally friendly activities into HRM guidelines. The study highlights the benefits of Green

¹ Corresponding author: Anurag Hazarika
Email: anuraghazarika2@gmail.com

HRM, including improved environmental performance, higher employee engagement, and a stronger employer brand, by evaluating relevant studies. The essential facets of Green HRM are also covered, such as hiring and selection, performance management, training and development, pay and benefits, and employee involvement (Benevene & Buonomo, 2020). The article advocates for greater research in this important field, concluding that Green HRM can support organizational sustainability and employee well-being.

2. LITERATURE REVIEW:

Environmental management is included into HR procedures through green human resource management, or green HRM (Tsymbaliuk et al., 2021). In order to promote an environmentally conscious corporate culture, it places a strong emphasis on sustainability in hiring, training, performance management, pay, and employee engagement (Roscoe et al., 2019).

2.1 Recruitment and Selection

The objective of green recruitment and selection is to draw in applicants who share the organization's commitment to sustainability and are ecologically aware. According to Jabbour et al. (2010), including environmental requirements in job descriptions and hiring procedures facilitates the recruitment of green initiative supporters. For instance, companies may give preference to applicants who have worked on sustainability initiatives or who have a strong commitment to environmental principles (Renwick et al., 2013).

2.2 Training and Development

The goals of Green HRM training and development are to inform staff members about sustainable practices and promote eco-friendly behavior. Green training programs improve workers' environmental knowledge and competences, claim Jabbour and Santos (2008). To promote a culture of ongoing learning and environmental stewardship, these programs frequently incorporate workshops on waste management, energy saving, and sustainable resource consumption (Govindarajulu & Daily, 2004).

2.3 Management of Performance

When it comes to Green HRM, performance management entails rating workers according to how well they contribute to the company's environmental objectives. According to Renwick et al. (2013), including environmental performance indicators in performance reviews encourages staff members to adopt sustainable behaviors. This may entail evaluating staff members' efforts to lessen their carbon footprints, involvement in eco-friendly projects, and observance of environmental regulations (Jackson et al., 2011).

2.4 Compensation and Benefit

The goal of green perks and remuneration is to honor staff members for their contributions to environmental sustainability. Ahmad (2015) argues that encouraging employees to adopt eco-friendly habits can be achieved by tying financial incentives to green performance. To cut carbon emissions, companies could give incentives for energy-saving suggestions or offer perks like subsidies for hybrid cars and public transit (Renwick et al., 2013).

2.5 Employee Engagement

Active employee participation in sustainability programs and decision-making processes is a key component of green human resource management. Daily et al. (2009) claim that encouraging a participative workplace where staff members can influence environmentally friendly policies and procedures strengthens their dedication to these objectives. Green teams, suggestion programs, and sustainability-focused corporate social responsibility (CSR) initiatives can all help to increase employee engagement (Jabbour et al., 2010).

2.6 Summary of the Literature Reviews

By incorporating environmental management into conventional HR procedures, green HRM encourages sustainability in hiring, training, performance management, pay, and employee engagement. This all-encompassing strategy improves employee satisfaction and business reputation while simultaneously advancing environmental aims. Subsequent investigations may delve into the enduring effects of Green HRM on both environmental sustainability and organizational success.

3. OBJECTIVES OF THE STUDY

This paper has following objectives:

1. To understand the current strategies of green Human Resource Management (HRM).
2. To highlight the Green HRM intensity in India as a concept of social responsibility

4. RESEARCH METHODOLOGY:

The primary source of secondary data for this theoretical article is a variety of databases, websites, journals, and other easily accessible sources. The study gathers and arranges data on green HRM practices in general.

5. DISCUSSION AND ANALYSIS:

5.1 Green Human Resource Management (Green HRM): An Overview

The term "green human resource management," or "green HRM," describes how environmental management is included into HRM procedures. By emphasizing eco-friendly and sustainable HR efforts, this strategy fosters an organizational culture that places a high importance on environmental stewardship. Green HRM has become more popular worldwide as companies realize how important it is to solve environmental issues. For example, integrating green practices into hiring, training, performance reviews, and staff engagement promotes a sustainable culture. Enterprises like Unilever and Patagonia have embraced environmental sustainability by putting in place extensive Green HRM policies. Renwick et al. (2013) assert that green human resource management (HRM) has a major impact on employee behavior by encouraging eco-friendly behaviors both inside and outside of the workplace.

5.2 Global Efforts in Green HRM

Numerous firms worldwide have used Green HRM practices in order to improve their sustainability profiles. In Europe, businesses are incorporating eco-friendly policies into their human resources frameworks in order to adhere to strict environmental rules. German businesses like Siemens, for example, have integrated green goals, such as employing eco-friendly products and lowering carbon footprints in their operations, into their HR strategy. Companies in the US are implementing green practices at an increasing rate due to governmental pressure and consumer demand for eco-friendly products. Multinational corporations (MNCs) are paving the way for smaller firms to follow by adopting Green HRM practices, according to a study by Jabbour et al. (2010).

5.3 India's Developing Green HRM Trends and Practices

Green HRM is becoming more and more popular in India as businesses realize how important sustainable development is. Green initiatives are becoming more and more integrated into HR practices within the Indian corporate sector. Green policies have been established by companies such as Tata Consultancy Services (TCS) and Infosys. These policies include paperless workplaces, energy-efficient technologies, and employee training programs focused on sustainability. Through the hosting of workshops and seminars to increase awareness about sustainable HR practices, the Confederation of Indian Industry (CII) has also played a significant role in promoting Green HRM. Imran et al. (2021) asserts that implementing Green HRM in India is essential to accomplishing long-term sustainability objectives and boosting the nation's standing internationally.

5.4 Opportunities and Difficulties in Putting Green HRM Into Practice

Organizations still confront a number of obstacles in spite of the increased awareness and application of Green HRM practices. The ignorance of HR professionals regarding Green HRM principles is one of the main problems. Furthermore, companies frequently experience resistance to change because management and staff may be reluctant to implement new procedures. Nonetheless, these difficulties offer HR departments the chance to be creative and pioneer in the promotion of sustainability. Organizations can overcome reluctance and promote a sustainable culture by offering extensive training and development programs that are centered on environmental management. Furthermore, using technology to its full potential can expedite the adoption of green practices, hence facilitating the monitoring and accomplishment of environmental objectives by organizations.

5.5 Green HRM's Future

With more and more businesses giving priority to sustainability in their business plans, the future of green human resource management is bright. Given the increasing focus on corporate social responsibility (CSR), it is anticipated that Green HRM will become a mainstream procedure within the HR field. The efficiency of green human resource management (HRM) methods can be further increased by utilizing emerging trends like digitization, remote work, and artificial intelligence (AI) in HR procedures. AI-driven solutions, for example, can monitor and lower energy use, and working remotely can greatly minimize the carbon footprint of commuting. Green HRM will be essential to advancing sustainable development and hitting global sustainability goals as businesses innovate and adjust to shifting environmental and commercial environments.

6. CONCLUSION

To sum up, the examination of contemporary approaches in Green HRM indicates a progressive alignment with sustainable practices, with a focus on environmentally friendly regulations and staff involvement in environmental projects. The idea of "green HRM" is becoming more and more popular in India as a crucial aspect of corporate social responsibility. Green policies are being incorporated by businesses more frequently in an effort to improve organizational sustainability and solve environmental issues. This change demonstrates India's growing role in advancing sustainable development through ethical HRM practices and demonstrates a commitment to ecological stewardship. It also corresponds with global sustainability goals.

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Anurag Hazarika

Guest Faculty, School of Engineering
Tezpur University, India
anuraghazarika2@gmail.com
ORCID: 0000-0002-0005-4813

Samikshya Madhukullya

Guest Faculty, Tezpur University,
India
madhusami1000@gmail.com
ORCID: 0009-0002-1206-1284

Anwesha Hazarika

Guest Faculty, School of Engineering
Tezpur University, India
