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Hage Tam

Research Scholar
School for Management
Studies Department of rural
management BBAU (Central
University), Lucknow

Dr. Taruna

Assistant Professor
School for Management
Studies Department of rural
management BBAU (Central
University), Lucknow

Green management: Road to sustainability & corporate efficiency

Hage Tam, Dr. Taruna

Abstract

Nature has provided us with limited resources on the earth, but the want is unlimited, once fulfilled another will crop up. With such nature of human there is requirement of planning which help to sustain the need of people. Going green currently is high profile activity to focus upon, by looking into situation the green practices is crucial aspect of any corporate. The management must arm with such strategy which helps them to compete & sustain for long. Green Management is a comprehensive phenomenon which has developed particular important in the modern era. With the advancement of the world the concept of eco-friendly activity is given more importance in all the socio-economical aspect and in all level. Environmental activist are blaming the industrial sectors as the major contributors for depleting natural resources and environmental degradation. So, the management now a day emphasis more to take utmost care in this field along with satisfying the market demands. To overcome the difficulties arise out of corporate operation a new concept has develop in the present globalized world where the planning, organising, staffing, directing & controlling are carried effectively ensuring environmental impact. This concept is known as 'Green Management'. By this paper researcher focus on what can be possible reason for opting green practice; how effective business can be; which forces can deprive business from green practice and give few possible answer to a question in related to stakeholders of business, who are concerned about the environment. This research paper explores the challenges and opportunities businesses have with green management. Also paper highlights and concludes that green management is something new that will continuously cultivate in both practice and demand and its scope for progressive study on its key area.

Keywords: Go green, Eco-friendly, Sustainable development.

Introduction

Since the period of post industrial development, exploitation of resource had been in many folds. This Rises an alarming situation of depletion of resources and environmental degradation, it insist the nation to organise themselves for proper planning for control over the global problem on environment. Many conferences and conventions had been done during the past to discuss and suggest solution on the environment degradation. Issue on making industries and its management eco-friendly & sustainable become paramount significant. Various argument, suggestion, opinion and advice have been developing according to prevailing or expecting future impact. Green management is required because it is a vital part of the ability to successfully nourishing the quality of environment our planet. Green management can be applied to all aspects of our lives. For instance, the practices of a corporate should be sustainable if they wish to stay in businesses, because if the business is unsustainable, then by the definition of sustainability corporate will cease to be able to compete for long. Sustainable development is need of Communities, because it represents prosperity of community, for that management must be opt for green practice for long sustainable. Forest and mineral resources need to sustainably manage if they are to be made available for the future generations. Thus corporate also need to be managed sustainably by method of green idea, initiative and innovation. This can be done by making decisions and having practice of going green that will help sustain our peripheral surroundings and environment, or it can be by managing our mental and physical well-being.

Green management-In common parlance green management means indulging in eco-friendly practice in process and decision of management. It is effort to improve the foundation of environment management, devising the organization for the sustainable future for long lasting prospect, by building personal responsibility for eco-friendly activities;

Correspondence

Hage Tam

Research Scholar
School for Management
Studies Department of rural
management BBAU (Central
University), Lucknow

modifying the policies, practices and principles of management system; innovating green product & services; upgrading eco-friendly infrastructure and to perform waste management practices. Green implies the surrounding environment or nature, addressing green with management here connotes the concern over the natural degradation and effort to improve the environment condition by management while on operation of their Business. Simply it envisages all the activities undertaking to protection of environment and maintaining ecological balance. These branches of knowledge shape the ability to remain a system running continuously without depleting resources, maintaining economic viability, and also maintaining the needs of the present and future. Green management has been developing since last few decades to come with knowledge of sustainable practices in the field of businesses, agriculture, society, environment, and personal life by managing them in a way that will benefit current generations and future generations.

Green Management & Sustainability - Green management is all about the sustainability for business without compromising the future need. Sustainability in relation to corporate plan implies opportunity for business to provide long-term solution, such need to enhance the quality of work place and natural environment. Sustainability in management has various nomenclatures this are corporate sustainability sustainable development and corporate social responsibility. Generally sustainability term “as the development that meets the present without compromising the ability of future generation to meet their own need” (WCED pg.no 49) and work in three tier i.e., environmental protection, economic growth and social equality. Corporate sustainability cluster around People, Planet and Profit (3P) and seek to identify the way to balance between all this 3P.

Go Green/Green initiatives - Going green means effort to reduce pollution and carbon emission lead to Greenhouse effect on planet Earth. And basically comprise of three activities i.e., Recycle, Reduce and Reuse. This three primary activity helps to reduce the burden pouring by human activity, mostly by industrial operation. Management can prevent and minimised the effect on environment by assimilating such significant activity in functioning of corporate. Upgrade and modified green technology with eco-friendly policy in managing the organisation is need before moving forward in such movement.

Literature Review

In Earth Summit in Rio held on 1992, the concept of “Sustainable Development” was firstly introduce and discussed. The entire participants both Nation and other international organizations decided to take necessary and useful measures to protect and prevent environment for long term economic development.

Management or Managers must pre-set green goals, targets, and responsibilities for their strategic business unit, corporate must should assess number of green incidents, use of environment responsibility, and successful communication of environmental policy within their scope of their operations for improving the performance (Renwick *et al*, 2008; Renwick *et al*, 2013) ^[6, 7].

On research paper of Suhaimi Sudin (2011), emphasis on inspiring of employee and making those aware by environmental program in order to carry out operation in

better manner. He also provided that green management initiatives are develop into a comprehensive factor for forward thinking business in modern era.

Ben Tran (2009) concluded that Green management is not about the repackaging, the re-inventing approaches to business. Green management is not a concept describing new business management style. Green management is not new style of business management but a simply rethinking, or more accurately, being more thoughtful of how organizations are operating with respect to the environment. From the corporate perspective, green management matters, but it matters only due to the so called triple bottom line i.e., environmental benefits, positive economics effect, and healthy societal images.

Research by John Sullivan (2009), state that environment issue are now everyone concern corporate can get into competitive advantage by initiating such green based operation to carry out their business. It will increase the brand and image of the corporate. Moreover opting for green recruitment often attract more potential candidate mostly the generation Y.

John R. Rathgeber (2007) on his paper stated that corporate now embrace green management and corporate social responsibility as a path to improve their management functions and operations to enhance their competitiveness Chad Holliday (2001) stated that shrinking the environmental footprint is more than just right thing to do, as it generate tremendous value to the organisation. Company must direct toward the sustainable development for long run and face the challenges to meet it. Improving business performance, followed by benefit to society must be the primary concern of corporate.

According to Fineman (1997:37) environment is for each and every individual and society. Menace to environment is matter to a grave concern for one and all. Management are suggesting giving more emphasis on the passive advantage of green move for shaping employee behaviour in organisation.

Corporate must comprehend environmental issues as well as environmental incidents, undertaking of environmental responsibilities and the success of communicating environmental concerns and policy within the performance evaluation system of the company (Wehrmeyer, 1996) ^[8].

Professor Michael Porter wrote in the Harvard Business Review in the year 1995, that environmental protection was not only a threat to the corporate enterprise but rather an opportunity, which could increase competitive advantage in the business market.

In above literature, Authors and researchers had given their own view in current functioning and necessary for green initiative in management operation, provided that the significant of it in prevailing business scenario. Several literatures suggested reasons for corporate increased use of Green Management. Many provide the background of encouraging passion and prospective move for green initiative by management of corporate. Also found that environment issue is not only problem, rather an opportunity for corporate for new idea, initiative, and innovation. It provides the platform to prove corporate and its management efficiency in changing dimension of global market. Inspiring by several author, here researcher try to generalise more detailed view on green management. Green management is new emerging area in the business management; thus, not much literature and materials are available, require

knowledge has been extracted for the study. Here, Researcher supports his argument by study of available research paper; publish material, Books and internet website. Paper is based upon the secondary data available and the knowledge and analysis of researcher made on this particular field. Study made in order to gain insight of reason leading to sustainability of business in modern era of competition and the new fashion and passion of adopting such initiative.

Challenges in Green Management

Green management focuses on prevention and protection of environment quality and resource management. The Concept has not confine to a particular region or area of state or a nation but have larger dimension of global issue. Off course, changing dimension of business practice require more transparency and accountability on impact over natural environment. Corporate management hence have to keep in mind some counter forces act upon and some task to overcome in functioning of green initiative. From the thorough study of related material and literature, certain challenges has been identify as -

- Implementation of corporate green plan initially demand very high level of managerial & technical know-how with specialised trained skill worker (Callenbach *et al.*, 1993)
- Study also found that, some environmental forces act upon in corporate strategies such as dynamic preference, new customer preference, and customer boycotts in relation to pollution control and prevention
- Based on research it has been found that environment management system can only be effectively implemented if the corporate have the right people, at a right time with the right competency and skills (Daily & Huang, 2001) ^[2]
- Corporate have to develop innovative-focused environmental initiative program and event that have a very effective and efficient impact on sustainable competition (Callenbach *et al.*,1993)
- Management and Investor must understand that green management strategy is a major long-term investment opportunity, the corporate need to look at the long-term benefits from this new green initiative. It will demand a lot of patience and perseverance no immediate results will come up soon. As it's a new concept, it will take time to adapt with business environment.
- By the previous literatures review it has been identified that there is link between HR practice & organisational productivity. So the awareness from ground level is very much important and it require lots of attention, supervision and cost (eg., Collins and Clark, 2003; Mendelson and pillai,1999) ^[3].
- Many undeveloped and developing nation lack such background of knowledge. And corporate of such nation lack the skill and awareness of such green initiative in their nation. So they find difficult to implement such green movement. Gradually consumers are getting more aware about the goodness of green products. But it is still a new concept for the large number of individual. The individual (as a consumer& producer) required to be made more aware and provide knowledge and education regarding environmental threats and consequences. Lots of time and effort will take to implement as it required to reaching to the mass. In those aspects the consumer is already aware tend to accept the green products.

Why Green management?

Going green indicate impressive business sense, so worldwide corporate are extensively switching to adopt green philosophy in management function. Some reason or forces for driving such movements are given under-

Social Responsibility: It is moral and ethical obligation of every business groups to work for the welfare of society where they exist. Problem of society must also be concern for corporate and business must contribute some sort of solution to a problem. Presently, world is facing the problem of environmental quality degradation on air, land & water because of exploitative behaviour of industrial sector from the past. Thus it's time for management to opt for green programme and scheme in response to societal need.

International Standard Norm: International Organization for Standardization legislated some rule and regulation to follow by its member nations to follow in associate to reduce more pollution emissions. EMS 14001 certification provided in order to improves the compliance with environmental regulations i.e., environmental product and process innovations, as specific kinds of new green and clean technological innovations comprised of new products and processes to avoid or reduce the environmental burden. The certificate awarded by ISO indicates a declaration and remark about a corporate operational efficiency and effectiveness. Such certificate provides facility and benefit to corporate in long run to sustain.

Statutory Law: Many laws are amending by the governing body of state to protection & prevention of natural environment. Such law also incorporate with safeguard the interest of consumer & society. The law amended have significant implication on corporate strategy to adopt green management. So as to follow the norms of government policy the company has to adopt green management

Growth and Opportunity: Firm which strived to become more environmental friendly conquer the need of their customer as well as society. People which have more concern regarding environment create another segment of niche market for the growth of the firm and to attract more share of the market. Some companies have found new source of revenue or eventually entirely new product after starting sustainable effort. Opting green management help to gain neutralised from the environmental activist pressure, moreover some of them turn to be promoter of their business for their corporate initiative.

Competition: One of the major forces that drive to adopt green management to corporate is over whelm competition and desire to maintain their competitive position in market. Competition for better brand and to create image in the eye of society seek strategy which help them to remain sustain for long. Going green also help in managing risks more efficiently, enter new market, use resource more effective and improve their competitive position. Green management provide edge over the competitive arena of business world.

Green management practice in India

In India, this is a very new concept in business management and not widely applied in management function. But few corporate steps toward the new going green initiative and

accepted the challenges to bring about changes in the Indian business scenario. Those corporate undertaking green practice experience more optimistic and favourable results over cutting-edge competition. Some of the examples of such corporate demonstrating the green movement in India are given ahead -

CII-Godrej GBC in Hyderabad demonstrates how green practices can be adopted to sustain for business advantages. Green initiative helps the Corporate to achieve an annual 100 tonne reduction in carbon emission, 20-30% reduction in water consumption and nearly 55% reduction in energy consumption in plants and offices.

Suzlon energy one of the best companies in India entirely running on renewable energy and develop their energy by wind turbine and solar panel. Corporate infrastructure build on green based idea with modern green and clean technology.

MNC McDonald's substitute its clam shell packaging with new waxed paper owing to increased consumer concern over polystyrene production and its contribution for Ozone depletion impact. Since then the Branches thought out the Indian continent of McDonald used the new initiative for promoting healthy activity.

Associate cement companies limited (ACC) comes with green building initiative. The building plan based on green technology where central atrium is used for natural ventilation and light. ACC received LEED gold certificate in 2009 and 5 star energy efficiency status from the bureau of energy efficiency.

ITC limited focus on improving the efficiency of their operations and activities combine with new and upgrade technology. It achieve milestone by treating 100% solid waste recycle. Replacing bio-fuel in place of coal, lead to minimisation of carbon emission. It has launched an eco-friendly multipurpose paper "Paperkraft premium business paper" for having utility both office and Home under new green technology.

Most of the Indian automobile companies are launching eco-friendly car now a day. Honda India, one of the leading automobile manufacturing companies earlier introduced the first hybrid Car with less environmental impact and green technology. Many new model cars are developed which are having the feature of eco-friendly having fuel-efficient, less noisy, more mileage, less carbon emission and recyclable body. Initiation for further development and modification is made in order to have Zero carbon emissions.

Xerox corporation, manufactured a new "high quality" recycled photocopies paper in effort to curtail the demand of firms less environmentally harmful products. By the introduction of such product many paper using industry in India directed their purchasing decision to Xerox Company for their consumption.

The ministry of power, through bureau of energy efficiency (BEE) arrived with new idea of Perform, Achieve & Trade (PAT) program for big energy industries. The union department has identified the 480 (approx.) companies that collaboratively consume 75% of industrial energy and provide them with given target to reduce their use over a period of 3 year.

Benefit of opting Green

Green management aims to answer both environmental and social problems, instead of causing them. Management should adopt policies, practices and principles that improve

the efficiency of corporate. Moreover quality of life for customers, employees, communities and the environment well enhance. Some of the possible reasons for opting green movement are as follows:

- Such business practices are emerging strategy to help corporate to improve their operational activities and their competitiveness throughout the global as well as local market.
- Going green flourish the brand and its images of the corporate which build the enormous goodwill for firm result in rise in value of their share in market.
- Now business group turn to be welfare centric by adopting corporate social responsibility approach. Green management is way to make such initiative for healthy operation for society.
- Green management promotes environmental learning program to educate and aware their employee (Worker as well as individual) the way to work more in a sustainable manner.
- Green management enhances the Quality of work life (QWL), working condition & environment, healthy & happy worker, loyalty & productivity and efficiency of Organisation.
- Going green help to control carbon emission of corporate and add efficiency to its operation.
- Firstly for initiation, it may cost but for the long run green management is healthy practices for corporate, society and natural environment.
- Subdue of waste and toxic material by waste management which is part and parcel of green management strategy of corporate is very much important.
- Many corporate undertaking a green approach inside their organisation is experiencing a positive and congenial result on the pattern of employee relation.
- It helps to retain the talent and skill worker having concern over environment who are assets to a corporate and model citizen.
- Attract the potential candidate in recruitment mostly generation Y toward the corporate as found by various survey made in past.
- Green reward to employee in the form of natural-friendly workplace and lifestyle benefits.
- Going green enhance the socio-economic environment of business by creating green anarchist, job and wealth for the future generation.

Conclusion

The future of Green management appears promising for the sustainable development. Green management is part of the revolutionary movement, adding up the utility and to promote the sustainability to the human existence complimented with development. Its core value is to turn people green anarchist and deliberate environmental justice to other living creature due to the exploitative culture of business activity. Going green also covers useful role in making the employee aware of and concern for the preservation of natural resource and contributes to control carbon emission in form of pollution. It plays crucial role now a day for the balancing of the human development and natural environment. Without it there may be catalyst imbalance and can turn to be subsequent fatal for any of the side coexistence i.e., mankind or environment. Hence, from

the comparative study of its challenges and opportunities, it can be analysed that the best option for any corporate is to opt for the green management. Now this is the right time to select “Green Management” globally. There is also a much scope for the further study in this field. As certain field are still unexplored and untapped like green marketing, green chain supply, green finance, green accounting, green human resource management & waste management. Finally it can be ascertained from this study that Green management practice will route towards the achievement of the objective of sustainable development for the society.

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