



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR2016; 2(8): 426-429
www.allresearchjournal.com
Received: 02-06-2016
Accepted: 03-07-2016

Deepika R

Research Scholar, School of
Management Studies, Vels
University, Tamil Nadu, India

Dr. Karpagam V

Assistant Professor, School of
Management Studies, Vels
University, Chennai, Tamil
Nadu, India

A study on green HRM practices in an organisation

Deepika R and Dr. Karpagam V

Abstract

Now a day, the go green policies are adopting in various environment management techniques. In India, the corporate world is going global; it's become essential to explore green practices in the business as well as in an environment. This study focuses on various green HRM practices followed in the organization. The paper largely focuses on the various green HRM practices and the relationship between corporate social responsibility and the green human resource management. And the study extended giving suggestions to the human resource department about initiatives to make the organization green and utilization from those values.

Keywords: Green HRM, environment management, organization, green HRM practices

Introduction

All over the world, the twenty first century viewing interest in environment concerns. Today, the go green policies are implementing in each sectors to reduce environmental issues. In human resource management, the green policies are developed to preserve their resource for future enlargement of the company along with society too. Companies now become conscious that they build up a prevailing social conscience and green sense of dependability where corporate social accountability is not just a brand building tool to have, but it has become a factor crucial tool to business. The HR functions develop into the driver of environment sustainability within the organization by aligning its practices and policies with sustainability goals reflecting an eco-focus. The HR strategy must reproduce and inspire the ambitions of HR team and other employees, aligning with the company strategies, standards and culture, distribute sustainable proceeds to investors, address customer needs, identify and respond to emerging social trends, respond to governmental and rigid expectations and manipulate the public policy agenda. Green HR is the use of HR policies to give confidence the sustainable use of resources within business organizations and more generally promotes the source of environmental sustainability.

Green Human Resource Management (GHRM)

Green HRM involves undertaking environment friendly HR initiatives resulting in greater effectiveness, lower cost and better employee engagement and retention in turn. The green human resource management comprises of many functions in the human resource department of an organization. It helps to reduction of paper usage and the implementation of green human resource policies such as planning, recruiting, selecting, managing employees and the employee relations. It makes the environment green in the workplace. All the activities involved in the green human resource management enhance the value of the employees and the company.

Need For Green HRM

Today the need for green human resource management is important for all over the world. The ecological consciousness of each human drives the living style and environment. The general employees are interested in green human resource management because of its important and need in the current workplace. Our personal and professional lifestyle is affected due to many consequences. The corporate world is the most significant in enhancing the environment issues and the corporate has to give solution to this hazards.

Correspondence

Deepika R

Research Scholar, School of
Management Studies, Vels
University, Tamil Nadu, India

Green HRM is a Part of CSR Activity

To implement any corporate environmental program, several units of an organization such as human resource, marketing, finance, operations are put together. But the major part lies to the human resource department as corporate social responsibility (CSR). Though the green HRM is the wider program of corporate social responsibility. In the organization, human resource and their systems are the basic foundation of any business. The green human resource management consists of two major parts of an organization

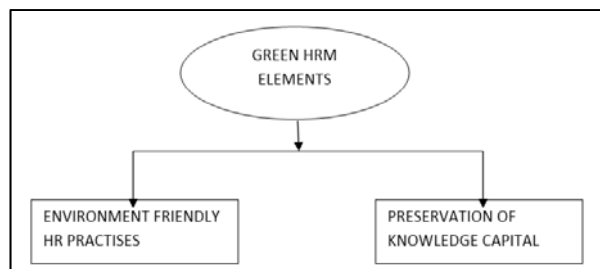


Fig 2: Green Human Resource Management Elements

The environment friendly human resource practices and preservation of knowledge capital is considered as green human resource management elements. Opatha, 2013; Opatha and Anton Arulrajah, 2014^[17, 7] defines green HRM as transforming the usual employees to green employees to achieve the environmental organizational goal and as to solve the environmental issues. The green human resource management involves all the activities in the organization such as on-going maintenance that makes the employee green. Wehrmeyer 1996, Renwick et al, 2008 and 2013^[14, 11, 12] states that the companies have introduced duties and responsibilities that incorporated environmental and social activities. Each employee will allot some duties relating to ecological protection wherever and whenever achievable.

Green Recruitment

Green recruitment means paper free recruitment process with minimal environment impact. Green recruiting is a system where the focus is given on importance of the environment and making it a major element within the organization. (Holtom, Mitchell, Lee and Eberly, 2008)^[5] in their study on turnover and retention of employee argue that the most important benefit dimensions of human resource and sustainability are retention and satisfaction. (Phillips 2007, Stringer, 2009)^[8, 13] Firms are now beginning to

recognize the fact that gaining reputation as a green employee is an effective way to attract new talent. According to (Wehrmeyer, 1996)^[14] recruitment practices can support effective environmental management by making sure that new entrants are familiar with an organization environmental culture and are capable of maintaining its environmental values. The green recruiting is a system where the focus is given on importance of the environment and making it a major element within the organization. Complementing this the recruits are also enthusiastic and to some extent passionate about working for an environment friendly green company. Recruiting candidates with green bend of mind make it easy for firms to induct professionals who are aware with sustainable processes and are already familiar with basics like recycling, conservation and creating more logical world. Through the statements we can conclude that green recruitment provides the employer with an opportunity to stand ahead of the crowd and further increase their chance of attracting the candidates and retain them after induction. Recently the green trend makes the recruitment as environmental friendly issues. The recruiting makes the employee green in achieving the environmental goals and how they perceive the job and parameters of sustainability as claimed. For example the recruiting can be done as paper less interviews, eco-friendly locations and also other practices in the recruitment portfolio. The recruiters can carry out the green policies as well as the corporate policies in the management in establishing green policies to achieve the goals of the company.

Green Training and Development

The green training and development is a practice that focuses on development of employee's skills, knowledge and attitudes. The green training and development educate employees about environmental management and training should be given for the employees to educate also about energy, reduce waste, and diffuse environmental awareness in the organization. This green training and development helps employees to provide opportunity to engage employees in environmental problem solving. (Zoogah, 2011)^[16] defines green training and development activities make employees aware of different aspects and values of environment management. The green training embrace different methods of conservation including waste management within an organization. (Ramus, 2002)^[10] The best management practices concluded that environmental training and education along with establishing a favorable environmental culture for the employees where they feel that they are the part of the organization. Further the green human resource practices enhance the skill of an employee to educate with the different environmental issues (Liebowitz, 2010)^[6]. This study involves in role of human resource practices to develop the leadership among managers through workshops and the behavioral competencies and the teamwork practices will improve among them. Through this training session, it develops the eco-friendly managers so that employees under supervision can contact them without any hesitation. Through this study, we can conclude that we can train employees on best business practices with green initiatives. So this will enhance the organization and in person as well. Moreover the employees can educate their customers about the advantages on becoming earth friendly and buying green products.

Green Employee Relations

In human resource management, the employee relations are one of the important aspect to establishing good natured employer and employee relationship. Through this employee relations, the motivation and morale of individual employee will increase and it enhance the empowerment activities.



The green human resource management also helps to recover and determine the troubles arisen at place of work that may influence the effort. In detail, optimistic employee relations are an indescribable and continuing advantage and a source of aggressive improvement for any organization. Employee contribution in Green initiatives increases the probability of superior green management as it aligns employee's goals, motivations, and perceptions with green management practices and systems. Concerning employees in employee engagement has been reported as humanizing employee engagement systems such as well-organized reserve usage (Florida & Davison, 2001) [3] and sinking contamination from workplaces. Several workers in their learning concluded that person empowerment optimistically influences efficiency and presentation, and facilitates self-discipline, individual philosophy, and problem-solving skills (Renwick, 2008; Wee & Quazi, 2005) [19]. The capacity of employee relations should be enlarge by initiating a implication scheme within the organization, where each and every employee from the top level management to the lower level gets an opportunity to enhance the scheme. The practice of green human resource management will help in by creating awareness and new ideas about the eco-friendly practices in an organization. This gives grants to encourage employees and their families to get concerned in confined ecological project. Other organization policies that maintain employee eco-initiatives and supervisors who support employee green actions have been seen in unyielding practice in an organization. The green management helps behaviors from supervisors toward employees in employee engagement are seen to encourage employees to produce possible solutions to environmental problems (Ramus, 2001) [9]. Other benefits of employee involvement are perfection in employee and organizational wellbeing and protection, as well as growth of eco-friendly staff. We suggest that keeping the policies in place, long-term trust

between the administration and workers will be built which will afford an opportunity to the employees to communicate their individual ideas at workplace.

Future Directions of Green HRM

Green human resource management is a policy which motivates the workforce as green and helps to understand the green culture in an organization. The green initiatives can be implement in all human resource practices such as recruiting, hiring, and training, compensating developing and improving firm's human capital (Dutta, 2012) [2]. The human resource management has right to play a significant role within the company. They can translate the green human resource policies in to human capital and enhance the employee engagement, incentive compensation, selection processes, and performance management systems for the organizational success (Harmon, 2010) [4]. Human resource management are new areas in the fast development and its increase the likelihood to achieve and maintain the organization strategy. (Cherian and Jacob, 2012) [1] This study identifies the recruitment, training and employee motivation are important human dimensions to develop the employee engagement in green management principles. This paper clearly explains the specific functionality of the human resource activities with natural environment at workplace and also offer the opportunities for future.

Conclusion

The human resource is the most important assets of an organization that plays an important role in managing the employees. The modern human resource managers have been assigned with additional responsibility of incorporating the green human resource philosophy in corporate mission statement along with human resource policies. Green human resource efforts have resulted in increased efficiencies, cost reduction, employee retention and improved productivity and also other tangible benefits. The green HR policies and practices involved in environment, social and economic balance (Yusliza, Ramayah & Othaman, 2015) [15]. The future of green human resource management has scope for research in management field and bridge gap between professional green human resource management and research in environmental management. The studies reveals that overall involvement of human resource management rather than individual practices will help most in respect. Such studies can help organizations to reduce degradation of the environment become healthier both physically and financially. The HR is the major role player in implementing GHRM practices and policies. Apart from this, they have a crucial role to play in recruitment of new employees who are more responsible toward green business practices thus, indirectly saving the Earth. Last, but not the least, HR has significant opening to put in to the organization's green movement and plays significant role in enthusing, facilitating, and encouraging employees for captivating up green practices for greener business.

References

1. Cherian J, Jacob J. A study of Green HR practices and its effective implementation in the organization: A review. *International Journal of Business and Management*. 2012; 7:25-33. [CrossRef]

2. Dutta S. Greening people: A strategic dimension. *ZENITH: International Journal of Business Economics & Management Research*. 2012; 2:143-148.
3. Florida R, Davison D. Gaining from Green Management: Environmental management systems inside and outside the factory. *California Management Review*, 2001; 43:64-84. 10.2307/41166089 [CrossRef], [Web of Science ®]
4. Harmon J, Fairfield KD, Wirtenberg J. Missing an opportunity: HR leadership and sustainability. *People & Strategy*. 2010; 33:16-21.
5. Holtom BC, Mitchell TR, Lee TW, Eberly MB. 5 Turnover and retention research: A glance at the past, a closer review of the present, and a venture into the future. *The Academy of Management Annals*, 2008; 2:231-274. 10.1080/19416520802211552 [Taylor & Francis Online], [Web of Science ®]
6. Liebowitz J. The role of HR in achieving a sustainability culture. *Journal of sustainable development*. 2010; 3:50-57. [CrossRef]
7. Opatha HHDNP, Anton Arulrajah A. Green Human Resource Management: A Simplified General Reflections, *International Business Research*. 2014; 7(8):101-112.
8. Phillips L. Go green to gain the edge over rivals. *People Management*, 2007, 13(9).
9. Ramus CA. Organisational support for employees: Encouraging creative ideas for environmental sustainability. *California Management Review*. 2001; 43:85-105. [CrossRef], [Web of Science ®]
10. Ramus CA. Encouraging innovative environmental actions: What companies and managers must do. *Journal of World Business*, 2002; 37:151-164. 10.1016/S1090-9516(02)00074-3 [CrossRef], [Web of Science ®]
11. Renwick D. Green HRM: A review, process model, and research agenda (Discussion Paper Series). The University of Sheffield, 2008. Retrieved from <http://www.shef.ac.uk/content/1/c6/08/70/89/2008-01.pdf>
12. Renwick DWS, Redman T, Maguire S. Green Human Resource Management: A Review, and Research Agenda, *International Journal of Management Review*. 2013; 15:1-14.
13. Stringer L. *The Green workplace. Sustainable strategies that benefit employees, the environment, and the bottom line*. New York, NY: Macmillan, 2009.
14. Wehrmeyer W. *Greening People – Human Resources and Environmental Management*, Sheffield, England: Greenleaf Publishing, 1996.
15. Yusliza MY, Ramayah T, Othman NZ. While examining adoption factors, HR role and attitude towards using e-HRM is the start-off in determining the successfulness of green HRM? *Journal of Advanced Management Science*, 2015; 3:337-343. Retrieved 5 November, 2014 from www.joams.com
16. Zoogah D. The dynamics of Green HRM behaviors: A cognitive social information processing approach. *Zeitschrift fur Personal for schung*. 2011; 25:117-139. [Web of Science ®]
17. Opatha HHDNP. Green Human Resource Management: A Simplified Introduction, HR Dialogue, Department of HRM, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 2013, 22-41.
18. Opatha HHDNP, Anton Arulrajah A. Green Human Resource Management: A Simplified General Reflections, *International Business Research*. 2014; 7(8):101-112.
19. Wee YS, Quazi HA. Development and validation of critical factors of environmental management. *Industrial Management & Data Systems*. 2005; 105:96-114. [CrossRef], [Web of Science ®]