

AWARENESS AMONG EMPLOYEES FOR GREEN HUMAN RESOURCE MANAGEMENT PRACTISES IN THE BANKING SECTOR

Abstract

The modern era is marked by a rise in globalisation and a trend towards digital, sustainable human resource practices. Academics with a similar green agenda have claimed that the leadership team of human resources (HR) is applying green HR practices and realising the positive effects of sustainability for firms. However, due to the absence of a regulatory framework and legislation demanding such alterations, mainstream financial institutions in India are not required to implement sustainable practices. However, certain banking organisations have launched their own green campaigns, such as SBI (the State Bank of India), which has developed a "Green House Loan" with zero-interest and no-processing-fee funding for ecologically aware endeavours. The purpose of this research is to look at the effects of sustainable human resources management (HRM) practices and policies in the banking industry. In view of the present environmental crisis, businesses must investigate and implement environmentally conscious goods and services to ensure their continued prosperity. As a result of this approach, ecological human resource management was chosen as a study topic, with a particular emphasis on green HRM in the banking industry (both public and private) to more fully comprehend consumer and employee views. The study is based on primary and secondary data. primary material is acquired through interviews Secondary information was gathered from several published books, websites, articles, etc. Data was gathered from 150 respondents in Tenkasi district. Appropriate

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statistical tools like percentage analysis and weighted averages were applied to analyse the data and draw viable conclusions. The objective of the research is to measure banking workers' understanding of sustainable human resource management practices.

Keywords: Ecology, Environment, Green Banking, Green HR Practices, sustainability.

I. INTRODUCTION

The "Green Financial" idea is based on reducing the environmental impact of the financial industry. It employs online banking, which has the potential to benefit the ecosystem by decreasing waste and enhancing green activities. Individuals and corporations alike must be considerate of the environment in today's world. Modern times are marked by a rise in globalisation and a trend towards digital, ecologically conscious human resource techniques. Academics pursuing the same green agenda have claimed that human resource management (HR) applies green HR behaviours and attains the benefits of environmental consciousness for organisations. A bank, according to the Indian Banks Association, is a key provider of banking and related financial lending services to clients. Most people think of a bank as a location where they can deposit money and obtain a loan if they need one. Some financial services are also supplied by firms that are not legally defined as banks. Banks, for example, function as a part of a larger financial services organisation. Furthermore, a banking sector is defined as a system that provides payment processing services to consumers and keeps them up-to-date on their accounts' daily activities and portfolio management. As a result, the Indian financial industry has had tremendous success during the last two or three decades. They are critical components of India's economic system. Clients can take advantage of a number of services, including safe money and valuables storage, as well as a variety of credit and payment alternatives (including, but not limited to, direct deposit, electronic funds transfers, and cashier's checks). To preserve ecological equilibrium, financial institutions should provide adequate money for sustainability and ecological schemes.

In today's environmentally sensitive corporate climate, sustainable practices pervade all facets of human resource management (HRM) and talent management (TTM), with mutually beneficial aims between organisations and their local communities serving as a basis for relationship building. Employees and investors are not the only beneficiaries; the surrounding community, end-customers, and contractors are all involved.

Human Resource Management: Human resource management is the art of acquiring, developing, and retaining qualified employees in order to meet an organisation's goals in an efficient and effective manner.

II. GREEN

In ordinary language itself, the word green is employed as both an adjective and a noun. Verdant (grassy, grass-covered, leafy, verdurous, rural, pastoral); ecologically friendly; unripe, unseasoned, raw; inexperienced, naive; vibrant, energetic, and pale are some of the connotations of green. It is referred to as green in the combining form (Oxford Thesaurus of English, 2000). Green is a term that means an environmentalist, conservationist, preservationist, nature enthusiast, or eco-activist. (Collins Birmingham University English Language Dictionary, 1987) Green is the tint of grass, leaves, or anything leafy or verdant. As a result, the word "green" has several connotations. However, it is usually concerned with nature or the natural environment.

1. Green Human Resource Management: Green HRM refers to all of the actions that accompany the creation, implementation, and ongoing upkeep of an initiative that attempts to make employees environmentally conscious. Green is concerned with

changing ordinary employees into green employees in order to meet the organization's environmental goals and make significant improvements to worldwide resilience. It refers to the policies, practises, and procedures that enable an organization's employees to become green for the sake of the person, society, the natural environment, and the company. Green human resource management has emerged as an imperative corporate approach for current sustainable practises and the global warming atmosphere. The personnel division has been crucial in making the office green.

- 2. Green Recruitment And Selection:** Green recruitment and selection is the integration of Environmental Management with recruitment and selection, in which HRM policies are utilised to promote environmental sustainability and the smart and prudent use (conservation) of resources inside commercial organisations. Green recruitment is a system that accentuates the importance of the environment and makes it a key component of the organisation. It allows the company to stand out from the crowd and boost their chances of recruiting and retaining individuals when they are hired.
- 3. Green Training And Development:** Training and development are a constant activity that equips employees to perform better. As a consequence, the bank's culture has improved, as have its revenues. Training must be a continual activity since it is critical to improve managers' productivity, efficiency, and effectiveness.

III. GREEN BANKING

Green banking is any type of banking that improves the environment. A traditional bank becomes a green bank by devoting its primary activities towards environmental improvement. By fostering ecologically sustainable and socially responsible investment, the banking industry may act as a bridge between economic development and environmental conservation. The notion of green finance originated in Western countries. Green banking was legally established in 2003 to safeguard the environment. Green banking may be done in two ways. One is in-house green banking, while the other is practised by bankers in their business sector. Creating a clean and sanitary banking environment, green building, reforestation, online banking, waste management, installation of solar panels on the bank's rooftop and use of high mileage vehicles, reducing sound pollution, using webcam for video conferencing instead of physical meetings, online statements and emailing documents are all part of in-house Green Banking.

1. The Advantages of Green Banking

The Following Are The Major Advantages of Green Banking:

- Green banking eliminates paper transactions in favour of online transactions such as Internet banking, SMS banking, and ATM banking. Paperless banking aids in the management of deforestation.
- Free Online Bill Payment Services
- Concessional financing are made available to environmentally friendly items and enterprises.
- Banks may educate staff and consumers about the benefits of green banking.

- Banks all around the world are becoming green by initiating eco-friendly activities and offering new green goods.
- By embracing paperless banking, resources may be saved and used more efficiently.
- E-statements will be prepared and emailed to consumers.
- By implementing environmentally friendly practises, the banking industry can help save the planet.

2. The Difficulties of Green Banking: Banks would confront the following problems if they adopted green banking practises:

- **Reputational Risk:** If banks are involved in ventures that harm the environment, they risk losing their reputation. There have been a few instances where an environmental management system has resulted in cost savings and a rise in bond value.
- **Diversification Issue:** Green banks limit their commercial transactions to those business organisations that pass the green banks' screening process. They will have a smaller customer base to sustain them with a restricted number of consumers.
- **Start-up phase:** Many banks in the green business are still in their early stages. In most cases, it takes 3 to 4 years for a bank to start producing money. As a result, it does not assist banks during a recession. Credit risk emerges as a result of lending to clients whose businesses are impacted by the cost of pollution, changes in environmental regulations, and increased emission level requirements.
- **High operational costs:** To deliver good services to consumers, Green Bank requires talented and experienced employees. Experienced loan officers are required since they provide extra knowledge of dealing with green businesses and clients.
- Banks are less enthusiastic due to a lack of government backing.
- There is no institutional or independent authority.

IV. REVIEW OF LITERATURE

Masri, H. A. (2016) In all, GHRM has been implemented at a rate of 54.9%. This is a quite high percentage. 'Green management of organizational culture' has been determined to be the most effective method of elevating the environmental consciousness and zeal of a company's workforce. Alternatively, "Green Reward and Compensation" was one of the least-used methods. Learn how GHRM may help to enhance EP by fostering environmental consciousness and accelerating the progress towards EM objectives. Results from testing hypotheses indicate a substantial link between GHRM and EP. In addition, it creates a model that exemplifies how GHRM may be used most effectively to boost EP. As an added bonus, this study details the anticipated advantages of GHRM adoption from the perspective of the targeted firms as well as the elements that might aid or impede its implementation. The descriptive analysis shows that "Environmental Considerations" is the primary driver of GHRM, "Cost of implementing GHRM programs" is the primary obstacle, and "promotes

social responsibility toward environment among workers" is the primary predicted benefit of GHRM. To sum up, this study's results should guide future studies.

Masri, H. A., & Jaaron, A. A. (2017) Green methods of employment selection and recruiting, development, assessment, remuneration, employee engagement, empowerment, and management of corporate culture were uncovered. After identifying GHRM practices using qualitative approaches, a survey instrument was developed to gather data from 110 firms across three industrial sectors (the food, chemical, and pharmaceutical industries) that had adopted GHRM practices at varied degrees. These extracted practices were rated on a five-point Likert scale to identify GHRM procedures that had a favourable effect on EP. According to the data, the median degree to which GHRM procedures are really put into effect is a modest 2.72 out of a possible 5. In addition, a model was created by establishing causal relationships between key GHRM practices that may be used in the workplace to achieve maximum EP. This paper's usefulness is in the ways in which it helps to identify, prioritize, and validate GHRM activities that affect EP in manufacturing firms. The proposed approach is helpful for understanding how manufacturing companies may strategically integrate HR and EP to get a competitive edge.

Zhang, Y., Luo, Y., Zhang, X., & Zhao, J. (2019) Academics are increasingly paying attention to the role that green human resource management (GHRM) plays in influencing employee green behavior as a major problem in environmental management of enterprises. Only a small number of research, however, have looked at its effects from the standpoint of the dissemination of knowledge. This study reviews the literature to discuss the impact of five different GHRM practices (the employee life cycle, rewards, education and training, employee empowerment, and manager involvement) on green behavior in the workplace, as well as the mediating effects of information needs within the context of the technology acceptance model. Employee life cycle, education and training, employee empowerment, and manager involvement were found to significantly affect both inrole and extra-role green behavior of employees, while rewards only significantly predicted outof-role green behavior using cross-sectional survey data from enterprises in the People's Republic of China. Employee life cycle, training, and management participation all have an effect on workers' pro-environmental actions, but information need acts as a mediator between these three 1865 | P a g e Central European Management Journal Vol. 30 Iss. 3 (2022) ISSN:2336-2693 | E-ISSN:2336-4890 factors.

Amrutha, V. N., & Geetha, S. N. (2020) Three distinct categories emerged from the content coding and cluster analysis: green human resource management methods; employee green behavior at work; and organizational sustainability. A more in-depth manual examination indicated that the social sustainability pillar is less researched than the economic and environmental pillars of sustainability. Based on these findings, the authors used a grounded theory approach to conceptually explore a theoretical model suggesting the mediating role of 'employee green behavior at workplace' in the relationship between 'green human resource management practices' and 'social sustainability' of organizations. Therefore, this study investigates the state-of-the-art in green human resource management research with an eye towards prioritizing social fairness, health, wellness, and well-being to demonstrate the huge potential of basic green practices for social sustainability. Consequences, potential future directions, and ramifications are also offered based on the content coding, clustering, and further analysis.

Khan, K., Khan, Q., Jalaly, S., Shams, M. S., & Shah, T. A. (2022) The purpose of this research is to investigate the impact that GHRM is thought to have on both in-role and out-of-role green service behavior. Using social identity theory, the authors investigated whether or not green commitment mediates the link between green HRM practices and employee behavior. The study collected data from 203 banking industry personnel in Afghanistan using a cross-sectional research approach in a natural context. In order to model structural equations using partial least squares, SmartPLS 3 was used. Green commitment was shown to be a mediator between GHRM and workers' in-role and out-of-role green service behavior, supporting the hypothesized link between the two. This research delves into the concept of "green commitment" as a unique mechanism through which GHRM policies affect workers' in-role and out-of-role green behavior in organizations.

V. OBJECTIVES OF THE STUDY

- To know the history of green banking.
- To study green banking and its associated advantages.
- To study the opportunities of green banking
- To study the demographic profile of the respondents.
- The study aims to assess the banking employees' awareness level of green human resource management practices.

VI. RESEARCH METHODOLOGY

The subjects of this study are bank employees from the Thenkasi region who have personal banking ties with private banks. Due to the huge sample size necessary by the study, non-probability sampling methods were utilised to obtain data from all banking industry personnel. Because it was too difficult to identify uneducated account holders and exclude them from the population at large, a simple sampling procedure was utilised to choose the sample. To assist drive the research, primary material is acquired through interviews. Statistical tools employed in the investigation included percentage analysis and weighted average method.

1. **Data Analysis and Interpretation:** This study included a critical justification and examination of the information gathered via questionnaire. The explanation and analysis have been completed by assessing the various categories of employees in banking sector.

Demographic Factors

General Factor	Classification	Frequency	Percentage
Age	20-30 years	26	17.33
	30-40 Years	52	34.67
	40-50 Years	49	32.67
	Above 50 Years	23	15.33
	Total	150	100
Gender	Male	85	56.67
	Female	65	43.33
	Total	150	100

Education	Diploma and ITI	45	30
	Degree	75	
	Master degree	30	
	Total	150	100
Marital Status	Married	95	63.33
	Unmarried	55	36.67
	Total	150	100
Types of Family	Joint family	37	24.67
	Nuclear family	113	75.33
	Total	150	100
Monthly Income	Less than Rs.10,000	26 36 50 38	17.33 24 33.33 25.34
	Rs.10,000-		
	Rs.20,000		
	Rs.20,000-		
	Rs.30,000		
More than Rs.30,000	38	25.34	
	Total	150	100

Source: Primary Data

The above table presents the demographic profile of the respondents. The above table shows that out of 150 respondents, 52 (34.67 percent) are in the age group of 30–40 years, 49 (32.67 percent) are in the age group of 40–50 years, 23 (15.33 percent) of respondents are in the age group of above 50 years, and 26 (17.33 percent) of respondents are in the age group of 20–30 years. The majority of the respondents (34.33 percent) are in the age group of 30–40 years. The above table shows that out of 150 respondents, 85 (56.67 percent) are male and 65 (43.33 percent) are female. The majority of the respondents (56.67 percent) are male. The above table shows that out of 150 respondents, 75 (50 percent) are in the education status of SSLC, 43 (28.67 percent) of respondents are in the education status of degree, 45 (30 percent) of respondents are in the education status of diploma and ITI, and 30 (20 percent) of respondents are in the master's degree. The majority of the respondents (50 percent) are at the degree level. The above table shows that out of 150 respondents, 95 (63.33 percent) are married and 55 (36.67 percent) are unmarried. The majority of the respondents (63.33 percent) are married. The above table shows that out of 150 respondents, 113 (75.33 percent) are in the nuclear family and 37 (24.67 percent) are in the joint family. The majority of the respondents (75.33 percent) are in the nuclear family. The above table shows that out of 150 respondents, 50 (33.33 percent) are earning a monthly income of Rs 20000–30000. 38 (25.34 percent) of respondents are earning a monthly income of more than Rs 30000; 36 (24 percent) of respondents are earning a monthly income of Rs 10000–20000; and 26 (17.33 percent) of respondents are earning a monthly income of less than Rs 10000. The majority of the respondents (33.33 percent) earn a monthly income of Rs 20000–30000.

Awareness Level towards Various Green HR Practices

Statement	HS	S	NO	DS	HDS	Total	Weighted	Rank
Effective job practices regarding environment	400	120	60	30	5	615	4.1	V
Motivating employees to adopt green practices	350	160	75	24	3	612	4.08	VI
E-communication	450	120	60	10	5	645	4.30	I
Reducing carbon emission from banking activities	375	140	90	20		625	4.17	III
Green training methods	300	80	120	40	10	550	3.67	VIII
Measuring green practices among employees	225	100	150	36	12	523	3.49	X
Making workshop on green practices	325	180	99	10	2	616	4.11	IV
Training for marketing green financial products	215	240	126	6	2	589	3.93	VII
Green policies in the form of disciplinary action	250	120	120	36	12	538	3.59	IX
HR policies supporting green vision	425	100	90	12	4	631	4.20	II

Source: Primary Data

The above table presents an awareness level of various green HR practices in Tenkasi District, where the weighted ranking method has been applied. The above tables reveal that the factors affecting awareness level towards Various Green HR Practices under the levels of HS-Highly satisfied, S-Satisfied, No-No opinion, DS-Dissatisfied, HDS-Highly Dissatisfied are given. E-communication ranked first with a weighted average score of (4.30) HR policies supporting green vision is ranked second with a

weighted average score of (4.20), reducing carbon emissions from banking activities is ranked third with a weighted average score of (4.17), making workshops on green practices is ranked fourth with a weighted average score of (4.10), and motivating employees to adopt green practices is ranked sixth with a weighted average score of (4.08). Training for marketing green financial products is ranked seventh with a weighted average score of (3.93). Green training methods are ranked eighth with a weighted average score of (3.67). Green policies in the form of disciplinary action are ranked ninth with a weighted average score of (3.59). Measuring green practices among employees is ranked tenth with a weighted average score of (3.49) The majority of the awareness level towards various green HR practices is through e-communication.

VII. FINDINGS

- The majority of the respondents (34.33 percent) are in the age group of 30–40 years.
- The majority of the respondents (56.67 percent) are male.
- The majority of the respondents (50 percent) are in the degree level.
- The majority of the respondents (63.33 percent) are married.
- The majority of the respondents (75.33 percent) are in the nuclear family.
- The majority of the respondents (33.33 percent) earn a monthly income of Rs 20000–30000.
- The majority of the awareness level towards various green HR practices is e-communication.

VIII. SUGGESTIONS

- To improve the quality of the recruitment process.
- To come forward to arrange a fair and transparent selection process.
- To redesign their branches and transform the bank's working environment.
- To devise ways to decrease the personal weaknesses of the employees.
- To concentrate skill development to enhance their productivity.
- To reduce the stress of their employees by assigning less work load to provide better work environment.

IX. CONCLUSIONS

The analysis shows that bank workers have a critically low level of self-awareness and that they need to cultivate a more environmentally conscious mindset in order to do their jobs effectively. Workers need extensive training and development to help them do their jobs in a way that has less impact on the natural world. According to the findings, bank employees have a dangerously low degree of self-awareness and must build a more environmentally sensitive mentality in order to accomplish their duties efficiently. Workers require substantial training and development to enable them to conduct their work in a way that has a lower environmental impact.

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