

GREEN HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL PERFORMANCE

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ABSTRACT

Global industrialization is increasing company output, technological advancements, and other commercial activity. This has a positive impact on human convenience as well as level of living. On the other hand, it increases ecological risk, posing environmental hazards to individuals. As a result, now is the time for people to employ green methods to conserve the planet's most valuable resource, the environment. The application of GHRM (green human resource management) techniques has produced significant environmental benefits. By integrating green HR practices and policies into HR policies and practices, staff training, and the execution of environmental safety requirements, green HR management will be crucial in helping businesses address environmental issues. This article focuses on the role of HR professionals, as well as the concerns and obstacles that organizations encounter while implementing Green HRM. The better chance is to support the green agenda of the organization as a whole because HR can never meaningfully affect a firm via the development of HR practices alone.

Keywords: GHRM, HR professional, Green environment, Issues & Challenges, organizational Performance, Green performance management

INTRODUCTION

The application of human resource management techniques to enhance environmental sustainability and encourage resource sustainability inside commercial enterprises is known as "green HRM.". The goal of becoming green is to employ items and practices that won't damage the environment by polluting it or causing it to become depleted of resources organic resources. In order to protect the environment from any potential negative effects of the organizations' policies and actions, green human resource management (HRM) involves environmentally friendly human resource policies and practices that, on the one hand, will assist organizations in reaching their financial goals through environmental branding.

Human resource management practices in an organization or business unit encompass the actual programs, methods, and techniques employed (Gerhart et al., 2000; Huselid and Becker, 2000). In contrast, Green HRM practices refer to tangible green HRM programs, procedures, and strategies implemented by businesses to mitigate negative environmental impacts or enhance positive environmental outcomes. According to Mampra (2013), "Green human resource

management" involves applying HRM principles to promote sustainable resource utilization in commercial enterprises, advance environmental goals, and concurrently boost employee morale and job satisfaction. Zoogah (2011) defines Green human resource management as the utilization of HRM strategies, policies, and philosophies to ensure the long-term preservation of corporate resources while preventing any inadvertent adverse consequences stemming from environmental issues or threats to businesses.

The human resources department within an organization should possess the necessary tools to play a significant role in fostering a sustainable culture. Many experts, particularly in the field of HRM, emphasize that the effectiveness and success of any management innovation and strategic tool depend on the quality and capability of the workforce. To promote sustainable practices and enhance employee awareness and commitment to sustainability issues, "green HRM" involves the engagement of every employee.

The necessity for green human resource management is evident in the twenty-first century, with frequent reports in the media highlighting how industries and commercial organizations are exerting excessive pressure on the Earth's natural resources by consuming them as raw materials. Given the severity of the situation, scientists and environmentalists are actively addressing ecological imbalances. Green human resources involve the promotion of sustainable practices and the cultivation of employee understanding and commitment to sustainability through every employee interaction. Green human resource management initiatives are a component of broader Corporate Social Responsibility (CSR) programs. The adoption of environmentally-friendly HRM practices results in increased productivity, reduced costs, heightened employee engagement, and improved employee retention, all contributing to employees reducing their carbon footprints. Examples encompass energy-efficient office spaces, teleconferencing, virtual interviews, digital document management, carpooling, job sharing, recycling programs, telecommuting arrangements, and online training initiatives. The present generation of HR managers bears the responsibility of educating both employees and the general public about green human resource management, the principles of the Green Movement, responsible resource utilization, and how businesses can play a role in safeguarding the environment and preserving natural resources for future generations.

LITERATURE REVIEW

Green human resource management is a wonderful notion that helps the preservation of our environment and, if applied, has a huge potential to benefit both individuals and society as large, as well as companies and the environment. Dr. kulshrestha S. Shweta and SrivastavaShruti (2018) did an study of the data on this topic. Investigating the significance of the green HRM and the reasons for becoming green are the goals of the study.

Dr. Nawaratne N.N. and Arulrojah Anton. A. (2015) examined green human resource management techniques. This paper's goal is to examine organizations' use of green human resource management strategies using the body of existing knowledge. Examine the breadth and depth of green HRM in achieving the organization's sustainable environmental performance.

Deepak Bangwal Analysis by TiwariPrakash (2015) Green HRM is a strategy towards environmental sustainability. The research focuses on GHRM, different green human resource processes in turning green, and suggests similar societal implications for green organizations.

Dr. Mishra K. Rani Sushma (2014) studied the organization's strategic application of green HRM practices. An effort has been made to highlight the significance of "green HR," which includes two key components: the preservation of intellectual capital and environmentally friendly HR practices. This research focuses on Green HRM as a corporate strategy endeavor to support environmentally friendly business methods.

Sami (2021) conducted study on the effect of HR practices on employee performance from a variety of perspectives. The archival method was used to perform the literature review. The results of this study showed that green HRM practices generally have a positive influence on worker performance and behavior. According to this study, there is a vacuum in the literature that needs to be filled, and this relationship should be investigated in light of the pertinent internal and external contextual elements.

Muna (2019) conducted a study to determine how Jordanian educational firms' competitive advantage is affected by green human resources management practices (GHRM). The goal of the study was to determine how the GHRM and a company's competitive advantage related to green recruiting, training, and development, and incentives systems at Jordanian educational institutions. In order to collect the information needed to complete the study's goals, a questionnaire was developed. Nine school organizations in Jordan received the questionnaire between August and October 2018. According to the report, employing green human resource management strategies improved Jordan's educational firms' competitive edge.

OBJECTIVES

- To study the notion of Green HRM in further depth.
- To analyze the concerns and obstacles associated with implementing Green HRM in the organization.
- Examine how human resource specialists may contribute to environmental management

RESEARCH METHODOLOGY

Private chats and a variety of media provided the secondary data. The additional sources of secondary material were books articles, magazines and newspapers on the topic, research investigations carried out in this and similar fields at other institutions, and research studies.

GREEN HRM

Green HRM refers to the implementation of HR policies to facilitate the sustainable use of resources inside businesses, which usually helps environmental sustainability. The term "green HRM" commonly describes the emphasis placed by people management practices and policies on the overarching corporate environmental objectives. Typical green activities, aimed at reducing the necessity for travel, may encompass practices such as video recruiting or the utilization of online and video interviews. Green incentives can involve the provision of workplace and lifestyle benefits, ranging from offering free bicycles to providing compensation for carbon emissions, all aimed at encouraging continued employee participation and recognizing their contributions. It's worth noting that Millennials, in particular, are increasingly prioritizing environmental awareness as a factor in their support for their employers. However, it is essential to acknowledge that while many employees appreciate such initiatives, some do not necessarily view it as their personal responsibility to safeguard the environment while at work.

As more people look to their jobs for significance and self-actualization, there is also a greater opportunity to link the workforce. Other simple green measures include minimizing the amount of printed paper used in performance evaluations, pay reviews, and so on. While there is some "green washing" in waste reduction, there are also various opportunities. However, HR will always be able to significantly impact a business through the creation of HR practices; thus, including the organization's overall green program has a greater chance of success.

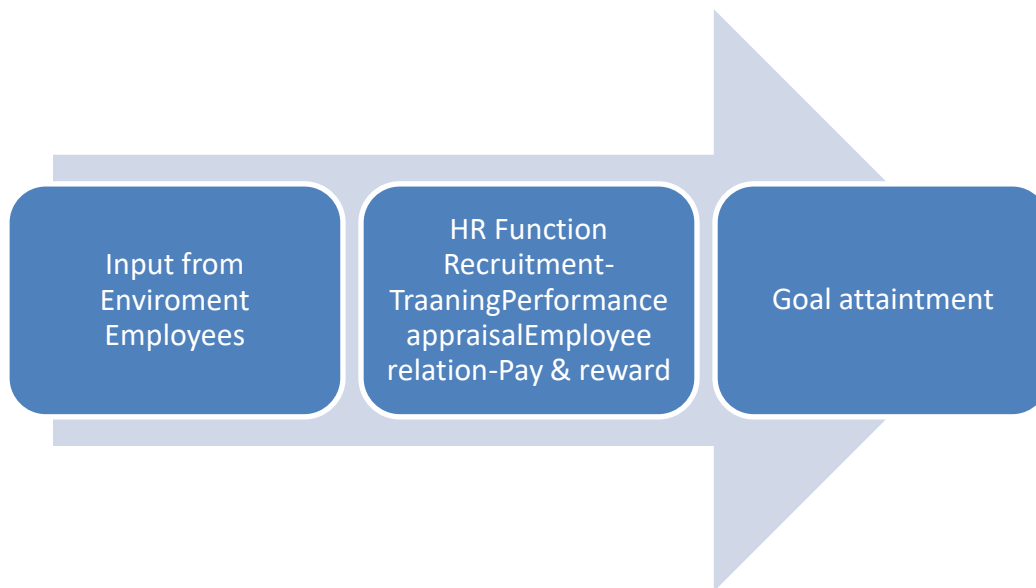
SIGNIFICANCE OF GREEN HRM

Consequently, the concept of corporate ecology, often referred to as "green management," emerged as a novel strategic imperative in the 1990s and achieved widespread recognition on a global scale during the 2000s (Lee, 2009). According to Lee (2009), "green management" encompasses the development of environmental management plans by businesses to regulate their environmental footprint. This notion has evolved into a pivotal strategic concern for corporations, particularly multinational enterprises engaged in international operations (Banerjee, 2001). In summary, "green management" entails the management of an organization's interactions with and impact on the environment (Lee and Ball, 2003). It extends beyond the mere fulfillment of legal mandates and must now incorporate conceptual tools such as pollution prevention, product stewardship, and corporate social responsibility.

MODEL OF GREEN HRM:

Green printing, going paperless, lowering commuting, fostering eco-friendly talent, performing green audits, recycling items, minimizing business travel for various business agreements, adopting green policies, and lastly offering a green award to someone who has excelled everyone else in the community are just a few of the efforts the HRM has made to become more ecologically friendly.. As a prototype for green HRM, the GHRMA process model was developed, with employees taking the initial action. The Employees are noticing a lot of issues

and imbalances in the environment, so they can take action to make some changes at work to help maintain the environment in some small way. Therefore, in order to maintain the status quo, the HR Department has made improvements to the HR functions, including the following: recruiting via Skype video calls, telephone calls, or both. Training and development: By offering online training, a firm can cut costs while also getting a deeper understanding of its employees. Giving the best employee who accomplished the same at work the known acknowledgment as a green reward serves as an appraisal for the employee's performance. Emailing the employees for e-birthday greetings and for all holidays allows employee relations to stay in touch with the staff. Pay and incentives - In GHRM, the management usually pays the employee's salary straight into their account, and ongoing prizes are delivered on a regular basis online, saving the workers' time and effort.



ROLE OF HR PROFESSIONAL

Companies that strive to be more environmentally conscious must make sure that current employees support the objectives. This might be accomplished through educating and communicating with HR professionals.

In their Greening of HR Survey, 54% of participants said they include environmental management into their business operations, according to Buck Consultants, a human resources and benefits consulting firm. 93 American organizations spanning a wide range of sectors provided replies for this poll, which was then examined. The survey, conducted in the fourth quarter of 2008, examines the different "green" practices that companies are implementing in their workforce management and human resources practices. Using online or teleconferencing to cut down on travel (78 percent), encouraging employees to use less paper (76 percent), and

putting in place wellness initiatives to encourage employees to lead healthy lifestyles (68 percent) are common green HR practices. Green workplace policies might promote social responsibility among staff members and help organizations retain top talent, which is something that is increasingly recognized by businesses. More than 60% of survey respondents have included environmental responsibility in their company's goal statement."study revealed that when firms designate a specific person to head up the initiatives, employee engagement in green programs greatly rises. Employees are participate in green initiatives in numerous firms. 77% of businesses that offer incentives to promote eco-friendly conduct also offer unique employee appreciation. 14 percent offer a monetary reward, while 36% offer incentives in the form of rewards. The Company Green training programs, environmentally responsible investing alternatives, and hiring people with green talents are expected to rise in the future, according to executives. Many businesses increasingly understand that green initiatives in the workplace may encourage social responsibility among employees while also assisting in the retention of top talent.

ASPECTS AND DIFFICULTIES OF GREEN HRM ADOPTION IN THE ORGANIZATION

- Carrying out an energy audit - The majority of regional utilities offer free on-site guidance to businesses on how to reduce consumption and save money. Increase insulation, use energy-efficient light bulbs, establish timers to turn off lights automatically, and maintain temperatures that are neither too hot in the summer or too cold in the winter.
- Going paperless - Promote e-mailing.
- Engage employees - Form a team to oversee the company's environmental activities.
- Recycle - Materials left over from production processes, including glass, paper, plastic, and metal trash, may all be recycled. Search through your trash. You'll see how expensive it is to buy, store, and discard things from a new angle. Do not reuse delivery packaging or make unnecessary photocopies.
- Reduce commute (for example, by providing priority parking for carpoolers). Employees who take the bus or metro can get transit passes, while bikers can get bike racks.
- Buying green entails informing vendors of your interest in sustainable items and setting explicit targets for purchasing recycled, reconditioned, or used goods. When making a purchase, consider the environment as well as the price.
- Detoxify - Hazardous materials are sometimes found in offices, such as used batteries and copier toner. Discuss toxic-free choices with suppliers, and make sure you dispose of any toxics you use correctly.
- • Take into account the quantity of fuel needed for receiving and shipping goods. Consider the environmental impact of the products you buy or sell, and seek out ways to mitigate any negative effects. Energy-efficient cars and trucks can be bought or leased for the business use and product delivery of your employees.

- Offer resources and leadership for greening - Assign an accomplished executive to oversee organizational sustainability and going green initiatives. incorporating "going green" into the organization's mission and goals for business.
 - Involve employees - Form a team to oversee the company's environmental activities.
 - Communicating about environmental concerns - Inform your suppliers and clients about your efforts. Also, contact local regulatory bodies, since many of them provide cash incentives to enterprises who implement green projects. Keep workers and shareholders/investors up to date on the process of turning green.
 - Conserve water by checking sinks and toilets for leaks that waste water. Reduce water waste in production operations and on the company's lawns.
 - Investigate options for integrating alternate energy sources.- Assess the viability of employing solar energy, biofuels, wind power, and other alternative energy sources.
- Energy-efficient machinery should be used, and operations should be optimized to need fewer steps, materials, and packaging in order to implement green manufacturing techniques.

CONCLUSION

Green ideas and concepts are gaining traction in the HR area, and they are offering genuine advantages to the organization rather than merely glossing over brand and image. These new procedures, rules, products, and technologies are assisting in ensuring compliance while also improving efficiency. Here are various areas where businesses may implement more environmentally responsible techniques, such as using the internet or teleconferencing to decrease business travel, or posting staff manuals, rules, and other firm information online to save printing. By providing recycling trash cans for paper waste throughout the office and for bottles and cans in the break area, businesses can encourage employees to use less paper and to store their papers electronically. Businesses are putting more emphasis on work-from-home and telecommuting programs. Successful workplace greening projects have also been established by Institute Ride/Share. Most businesses incorporate environmentally friendly benefits as part of a larger effort to green the firm. Businesses should consider the benefits to the environment while recycling, replacing inefficient heating and cooling systems, and looking for methods to increase production..It is past time for businesses to include environmental management into how they operate so that HR professionals can keep an continuous calendar of events. Going green also benefits firms' public relations, because strong PR and a positive public image may have a big impact on revenue.

SUGGESTION

The following are some ideas that may be given based on the findings of this study:

- Expertise in green human resource management must be considered during the recruiting process by human resource management. The organization's resources will be better

protected, conserved, and used properly by the workforce, and tasks will be appropriately carried out.

- Employee performance should be assessed by human resource management according to whether or not the employee has taken part in green human resource management training and is participating in environmental activities. so that workers feel inspired to protect the environment while carrying out their responsibilities.
- To achieve long-term sustainability, organizations must improve their system for evaluating employee performance and train all staff on how to utilize company resources in an environmentally friendly way.
- To raise employee knowledge of sustainable development, organizations should implement CSR initiatives that encourage the sustainable use of environmental and natural resources.

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