



A STUDY ON GREEN HUMAN RESOURCES MANAGEMENT IN TIDEL PARK COIMBATORE

S. Indhumathi, BV. Karthikeyan, Mr. N.Sankar

Student of II MBA, VLB Janakiammal College of Arts and Science, Coimbatore

Student of II MBA, VLB Janakiammal College of Arts and Science, Coimbatore

Assistant professor, Guruvayurappan institute of management, Coimbatore

ABSTRACT

Green Human Resource Management (GHRM) is an emerging concept that integrates environmental sustainability into traditional human resource practices. GHRM focuses on developing organizational strategies that promote eco-friendly practices, employee engagement in sustainability, and the alignment of corporate goals with environmental values. This approach incorporates eco-conscious recruitment, training, performance management, and reward systems aimed at reducing an organization's carbon footprint and fostering a culture of environmental responsibility. By fostering a workforce that is not only skilled but also environmentally aware, GHRM plays a critical role in shaping organizations that contribute to both business success and global sustainability. This paper explores the various dimensions of GHRM, the impact of green policies on employee behaviour, and the challenges faced by organizations in implementing such practices. Ultimately, it highlights the potential benefits of GHRM for both businesses and the environment, suggesting that sustainable HR practices are key drivers of long-term organizational performance.

Keywords: Environmental sustainability, Eco-friendly workplace, Green recruitment, Green training and development, Environmental management systems.

I. INTRODUCTION

As the world is moving towards a sustainable track in all aspects, there is an increasing pressure on organizations to incorporate policies, practices and systems which were aimed at environmental preservation. Though organizations were involved in multiple CSR activities, it is not until the practices were brought into the organization itself, will it be deemed a sustainable business development. To incorporate sustainable practices into the organization's culture, the employees take a significant role. Green Human Resources is focusing of Human Resource activities on practices inside an organisation that moves towards sustainability. In green HR,

HRM policies stimulate and support the preservation of environment and sustainable use of resources. Initiatives encompass HR processes of staffing, performance management and appraisal, training and development, and employment relations aligned with the organisation's sustainability goals. Green Human Resource Management has come into recognition as an important part of the sustainable development of businesses. The study focuses on the competitive advantage attained by organizations that practice GHRM. Green hiring and green compensation and rewards were the practices taken into the study for this research. The willingness of employees to implement green practices in their organizations is also studied. We were entering a green economy-one in which consumer and employee expectations and future environmental change will require business to address "green" issues. Environmental organizations will become increasingly prominent as we re-enter into a period of growth. Green HR is not just a strategy used primarily for reducing the carbon footprint of each employee and talent retention. Green HR has two essential elements: environmentally friendly HR practices and the preservation of knowledge capital. Most people will say that Green HR involves reducing your carbon footprint less printing of paper, video conferencing and interviews, etc. The most important definition to remember in terms of our current economic situation is the claiming of top talents of the organization. Companies were quick to layoff when times were tough before realizing the future implications of losing that knowledge capital. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent; furloughs, part time work, etc. More employees were becoming more concerned about the environment and climate change. HR departments were seeing Green HR as a cutting way to keep top talent inhouse. Top talent is considered the industry's most valued asset, yet many corporations have been treating them as expendable.

1.1. OBJECTIVES OF THE STUDY

- To find the level of green compensation and hiring in organizations.
- To analyse the level of willingness to implement green HR practices in organizations.
- To determine the green HR practices implementation based on demographics.

1.2. STATEMENT OF THE PROBLEM

Though a majority of the existing organizations involve in CSR activities, very few were known to have a workforce which is engaged in these activities. So, it is important to understand if green HR practices like green hiring and green compensation & reward can help organizations achieve company attractiveness and also promote green innovation among its employees respectively. The study aims to find out if company attractiveness and green innovation can help organizations achieve competitive advantage.

1.3. SCOPE OF THE STUDY

The study can be used to understand how organizations can ensure sustainable businesses which may be the direction towards which organizations will move in the future. Though organizational level advantages exist in implementing green HR practices, the employee level of understanding and perceiving the same is studied in this research.

1.4. LIMITATIONS OF THE STUDY

Limited Scope of Research: Many studies on Green Human Resource Management (GHRM) are concentrated in specific industries or regions, making it difficult to generalize findings across diverse sectors or geographies. There is also a lack of extensive research across all areas of HR functions, such as recruitment, training, and performance management, in the context of sustainability.

Lack of Long-Term Data: The implementation of green HR practices is a relatively recent trend, and there is limited availability of longitudinal data to assess the long-term effects and sustainability of GHRM practices on organizational performance and environmental impact.

Measurement Challenges: Quantifying the direct impact of GHRM practices on organizational outcomes and environmental sustainability is challenging. Many organizations lack reliable metrics for evaluating the success of green HR initiatives, which can hinder effective analysis and comparisons.

Resistance to Change: The adoption of GHRM practices may face resistance from employees or management due to a lack of awareness or understanding of the benefits of sustainability initiatives. Such resistance can limit the success and scalability of GHRM efforts within organizations.

Resource Constraints: Smaller organizations or those in developing countries may face financial and resource limitations that prevent them from fully implementing or integrating green HR practices. This creates a disparity in the level of adoption of GHRM across different organizational types.

II. REVIEW OF LITERATURE

It was found that green employee empowerment has a positive significant relationship with all dimensions of green HRM practices in a study conducted by Mohd-Yusoff Yusliza, et al (2017) with the help of 87 HR directors, senior HR managers and HR managers of manufacturing and service organizations in Malaysia in 2017. The dimensions include Green analysis and description of job position, Green performance assessment, Green rewards, Green selection, Green training, and Green recruitment. Edyta Bombiak and Anna Marciniuk-Kluska (2018) conducted a study on 150 deputy directors, coordinators and department managers at young Polish enterprises regarding sustainable development and its practical implementation and concluded that to expand the scope of green HRM practical implementation, the assessment of its performance is required. This facilitates the impact of activities of Green HRM on the sustainable development of organizations, which will lay the foundations of changes for the way the issue is approached and for the practices to be recognized. In a study conducted with 132 employees from SMEs in Pakistan, Sadia Cheema, Ahmad Bemisal Durrani, et al (2015) found that demographic variables significantly impact the level of employee performance in terms of Green HR practices, Recruitment, T&D. Also, the implementation of GHRM has an effect on an employee's lifestyle and also on their job performance. This was concluded from a study on 332 employees in private industries in Philippines by Sheena Fatima Paro Ragas, Flora Mae Angub et al (2016) concerning the implementation of GHR practices and its effects on employee lifestyle and performance. It suggests that organizations can maintain employees' good performance and also

contribute to the environment. Annachiara Longoni and Raffaella Cagliano (2015), studied 107 employees and customers at Italian firms in the food industry and found that green operations practices do not directly impact HR benefits but instead directly impact customer benefits. It was also mentioned that social sustainable operations practices have a direct impact on HR benefits but do not directly impact customer benefits. Hence, they have an indirect impact on customer benefits, through HR benefits.

III. RESEARCH METHODOLOGY

Research methodology is a way of systematically solving the research problems. Research methodology is a systematic method of a process of dealing with identifying problems, collection of facts or data, analysing these data for the purpose of making the decision. The methodology includes publication research, interviews, surveys and other research techniques, and could include both present and historical information.

3.1. STATISTICAL TOOL

- Correlation
- Chi square

3.2. CHI SQUARE

Chi-square is a statistical test commonly used to compare observed data with data one would expect to obtain according to specific hypothesis. The chi-square test is always testing what scientists call the null hypothesis, between the expected and observed states that there is no significant difference result.

The formula for calculating chi-square = $(O-E)^2/E$

3.3. CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1, if the correlation is 0, the movements of the securities are said to have no correlation, they are completely random.

$$R = \frac{[n(\sum xy) - (\sum x)(\sum y)]}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

IV. ANALYSIS & INTERPRETATION:

4.1. CORRELATION ANALYSIS BETWEEN RESPONDENTS AGE AND RESPONDENTS' INCOME

		Age of Nurses	Monthly Income
Age	person	1	0.354
Correlation	N	202	202
Income	person	0.354	1
Correlation	N	202	202

CONCLUSION:

There is a significant negative correlation between the respondents age and monthly income related factors ($r=0.354$)

4.2. CHI-SQUARE ANALYSIS BETWEEN AGE AND IMPLEMENTING GREEN HRM INCREASES EMPLOYEE ENGAGEMENT

Null hypothesis(H_0):

There is no association between age and implementing green hrn increases employee engagement.

Alternative hypothesis(H_1):

There is an association between age and implementing green hrn increases employee engagement.

	Value	df	Asymptotic significance
Pearson Chi-Square	22.097 ^a	12	0.036
Likelihood Ratio	24.945	12	0.015
Linear-by-Linear Association	1.274	1	0.259
N of Valid Cases	202		

CONCLUSION :

Chi square shows the person chi square significant value is 0.036. when we compare with p value (0.05), our calculated value is smaller than the p value $0.036 < 0.05$. therefore, we have to accept our alternative hypothesis H_1 and rejecting null hypothesis H_2 . Hence there is an association between age and implementing green hrn increases employee engagement.

4.3.CHI-SQUARE ANALYSIS BETWEEN AGE AND GREEN HRM PRACTICES

REDUCE RECRUITMENT COSTS

Null hypothesis(H₀):

There is no association between age and green hrm practices reduce recruitment costs.

Alternative hypothesis(H₁):

There is an association between age and green hrm practices reduce recruitment costs.

	Value	df	Asymptotic significance
Pearson Chi-Square	10.015 ^a	12	0.615
Likelihood Ratio	11.738	12	0.467
Linear-by-Linear Association	0.027	1	0.870
N of Valid Cases	202		

CONCLUSION :

Chi-square shows the person chi-square significant value is 0.615. when we compare with p value (0.05), our calculated value is greater than the p value $0.615 > 0.05$. therefore, we have to accept our null hypothesis H₀ and rejecting alternative hypothesis H₁. Hence here is no association between age and green hrm practices reduce recruitment costs.

4.4.CHI-SQUARE ANALYSIS BETWEEN GENDER AND CONCEPT OF

PAPERLESS OFFICE IMPLEMENTED IN YOUR ORGANIZATION

Null hypothesis(H₀): There is no association between gender and concept of paperless office implemented in your organisation.

Alternative hypothesis(H₁): There is an association between gender and concept of paperless office implemented in your organisation.

	Value	df	Asymptotic significance
Pearson Chi-Square	8.334 ^a	4	0.080
Likelihood Ratio	8.364	4	0.079
Linear-by-Linear Association	0.382	1	0.537
N of Valid Cases	202		

CONCLUSION:

Chi-square shows the person chi-square significant value is 0.080. when we compare with p value (0.05), our calculated value is greater than the p value $0.080 > 0.05$. therefore, we have to accept our null hypothesis H_0 and rejecting alternative hypothesis H_1 . Hence there is no association between gender and concept of paperless office implemented in your organisation.

V.FINDINGS:

Chi square shows the person chi square significant value is 0.036. when we compare with p value (0.05), our calculated value is smaller than the p value $0.036 < 0.05$. therefore, we have to accept our alternative hypothesis H_1 and rejecting null hypothesis H_2 . Hence there is an association between age and implementing green hr increases employee engagement.

Chi-square shows the person chi-square significant value is 0.615. when we compare with p value (0.05), our calculated value is greater than the p value $0.615 > 0.05$. therefore, we have to accept our null hypothesis H_0 and rejecting alternative hypothesis H_1 . Hence here is no association between age and green hr practices reduce recruitment costs.

Chi-square shows the person chi-square significant value is 0.080. when we compare with p value (0.05), our calculated value is greater than the p value $0.080 > 0.05$. therefore, we have to accept our null hypothesis H_0 and rejecting alternative hypothesis H_1 . Hence there is no association between gender and concept of paperless office implemented in your organisation.

CONCLUSION:

The study proposed to measure the HRM practices among the teaching faculties in Chennai city. The result exhibits how teaching faculties are managing HRM practices. The study also focuses on to provide transparent information about the green HRM practices, scope, and benefits of managing the green HRM practices. It will enhance the morality faculties, stronger public image, and loyalty. It also helps the faculty members to develop teaching excellence, retaining the faculties, increase admissions, improve the reputation of the Institution, and fulfill their Social responsibility. The green HRM practices encourage faculty members to increase their productivity levels. The ultimate beneficiaries are students. Besides, the study reveals that there is a significant association between Green Human Resource Management practices implemented in Colleges in Chennai city. Besides, the study describes the there is a significant relationship between the purpose of adopting Green Human Resource Management practices by the management of colleges in the study region. The study also found that there is a significant difference among the selected colleges concerning the Green Human Resource Management Practices. The college management also benefited from managing the green HRM practices in the study area. more the study reveals that the faculty members are facing some problems at the time of managing green HRM in the study region. The Green Recruitment practices which majorly support the Arts and science college to have done their recruitment process on time by the advertising of vacancies through online, receiving applications, or resumes through E-mail, Telephone communication. The teaching faculties of Arts and science colleges are satisfied with the Green Human Resource Management practices, which helps them to complete their work on times, reduction

of cost, to maintain future evidence, and the Green Human resource management are Environmental friendly practices of the colleges, which satisfied the teaching faculties on both personally and professionally.

REFERENCES

- Ali Halawi, WaelZaraket,(2018) “Impact of Green Human Resource Management on Employee Behaviour” Impact of Green Human Resource Management on Employee Behavior Article in Journal of Applied Business Research September 2018
- Suna Arz Bhutto, Auranzeb(2016) “Effects of Green Human Resources Management on Firm Performance: An Empirical Study on Pakistani Firms”European Journal of Business and Management ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.8, No.16, 2016
- Yong Joong Kim, Woo GonKim, Hyung-MinChoi, KulladaPhetvaroon (2019) “The effect of green human resource management on hotel employees’eco-friendly behaviour and environmental performance” International Journal of Hospitality Management Volume 76, Part A, January 2019,Pages 83-93 Kim, S. H.: An Investigation into Hotel Employees' Perception of Green Practices. (2009).
- Mandip, G.: Green HRM: People management commitment to environmental sustainability. Research Journal of Recent Sciences, ISSN, 2277, 2502. (2012).
- Nagendra, A., & Kansal, S.: Reducing Carbon Footprint through Green HRM. SAMAD, 8. (2015)
- ShamimaKamili (2018) “Green HRM: Origin, Practices, and Implications.” 1st International Conference on Recent Developments in science, Humanities, and Management -2018
- Mansi Tiwari (2017) Green Orientation & Green Management Practices as CSR in Academic Institutions, Vol-3 Issue-4 2017 IJARIE-ISSN (O)-2395-4396
- Jyoti, Koshish, (2019)Green HRM –People Management Commitment to Environmental Sustainability (January 6, 2019). Proceedings of 10th International Conference on Digital Strategies for Organizational Success. Available at SRN: <https://ssrn.com/abstract=3323800> or <http://dx.doi.org/10.2139/ssrn.3323800>

