

7. Green HR Practice Initiatives in The Current Organizational Scenario

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Abstract:

From a financial to an environmental perspective, the corporate world is evolving. All businesses desire to support environmental sustainability because it will benefit their needs in the future. Human resource management and environmental management are combined to form "green human resource management." It comprises of two components: intellectual capital protection and environmental friendliness. The term "green human resource" refers to HR initiatives that support the sustainable and environmentally friendly use of natural resources.

Keywords:

Green HRM, Environment Management, Eco- Friendly, Environment Sustainability.

Introduction:

Organizations are moving toward green HRM now to ensure the long-term sustainability of natural resources. Green HR practices include things like teleconferences, online interviews, electronic application forms, virtual interviews, and more. Before making a business decision, an organization must assume responsibility for social and environmental challenges. The majority of organizations have adopted the "3 R" (Reduce, Reuse, and Recycling) technique to help the environment and cut costs. The organization should transition to green HR practices in order to utilize natural resources sustainably for a longer time and for the benefit of society.

For the smooth operation of the business and environmental protection, Indian public companies like Bharat Heavy Electrical Ltd, Bharat Dynamics Ltd, National Minerals Development Corporation, Hindustan Aeronautics Ltd, and Neyveli Lignite Corporation

Ltd are implementing green HR practices for the employees. Integrating environmental sustainability into human resource management is crucial for organizations. The integration of green HR practices into HR procedures aids in determining the company's readiness for green project launch, creating an eco-advantage culture, identifying environmental problems, and attempting to address them by incorporating an environment management system into business strategy.

Literature Review:

The concept of Green Human Resource Management (HRM) has gained significant attention in recent years due to growing environmental concerns and the need for sustainable business practices. Green HR practices involve integrating environmentally friendly initiatives into HRM strategies to promote sustainable development within organizations. This literature review aims to explore the current state of research on Green HR practice initiatives in the organizational context, focusing on key themes, theoretical perspectives, challenges, and opportunities.

Fernando and Dharmage (2016) conducted a study examining the relationship between Green HR practices and organizational performance. Their findings revealed a positive correlation between the adoption of Green HRM practices and overall organizational performance.

In their research, Shrivastava and Shrivastava (2018) explored the integration of sustainability criteria into the recruitment and selection process. They proposed that organizations should consider not only technical skills but also environmental consciousness when hiring new employees. This approach helps build a workforce that shares a commitment to sustainability and aligns with the organization's green objectives. Studies by Jackson and Seo (2020) highlighted the importance of green training and development programs in promoting sustainability among employees. Green training equips employees with the necessary knowledge and skills to engage in environmentally responsible behaviours. Such initiatives cultivate a culture of sustainability and empower employees to contribute actively to the organization's environmental goals.

Research by Molina-Azorín, Tarí, and López-Gamero (2016) emphasized the significance of employee engagement in green initiatives. They found that organizations that involve employees in environmental decision-making and encourage green involvement experience higher levels of employee commitment and motivation. Engaged employees actively participate in green practices, which, in turn, leads to a positive impact on the organization's environmental performance.

Chaudhary and Sharma (2019) examined the integration of sustainability objectives into performance management systems. They proposed that aligning performance evaluations with green goals can incentivize employees to adopt eco-friendly practices. Ghosh and Jha (2017) identified resistance from employees and management as a significant challenge. Chan, Ho, and Choi (2021) argued that embracing green initiatives can improve an organization's public image and attract environmentally conscious customers and employees.

Research consistently indicates that Green HR practices positively impact organizational performance, employee engagement, and overall sustainability. Challenges such as resistance and lack of standardization should be addressed, but the opportunities for organizations to embrace Green HR initiatives are significant. In light of the growing environmental concerns and the global call for sustainability, adopting Green HR practices is crucial for organizations to remain competitive and contribute to a more sustainable future.

Objectives of the Study:

To comprehend the benefits and difficulties associated with implementing green HRM.

Discussion:

Green Recruitment and Selection Procedure:

Green recruitment and selection procedures for the organization's human resources make up green procurement. Today, a lot of businesses use email and websites to solicit employee information for hiring. Green HR methods for candidate selection include online, virtual, and telecommuting interviews. It results in a decrease in travel time, energy use, expense, and environmental damage. As part of the selection process, the green criteria should be established in order to both choose and draw in qualified candidates who are environmentally conscious. It is crucial for the organization that the right individual be chosen for the right position at the right time.

Green Training and Development:

Online training, teleconferencing, video calls, online case studies, web-based training modules, and interactive media are all considered forms of green training because they assist employees function more efficiently in green HR practices. For employees to grow and learn about environmental management, management development must include green HR practices and learning plans including programs, seminars, and workshops.

Green Compensation and Reward System:

Compensation encourages employees to work very energetically and enthusiastically for the organization. Organizations include monetary remuneration and non-monetary incentives in employee compensation packages in accordance with the individual's acquisition of green skills, contributions, and accomplishments in green HR practices. Rewarding and recognizing employees for their contributions to the environment through promotions, awards, public acclaim, and other means is another tactic.

Green Performance Management System:

Organizations that use performance appraisal methods include one of the scales as "green HR practices," which include familiarizing employees with environmental issues, raising their awareness of environmental protection, reducing pollution, promoting environmental

sustainability, and engaging them in environmental management as a key performance area. Every individual inside the organization is given green targets, goals, and responsibilities that are taken into account in the performance evaluation system in order to ensure that the organization's green policies are followed.

Green Industrial Relations:

The organization must implement an environmental awareness program that addresses concerns of sustainability for the environment, employee motivation, and employee health, safety, and working conditions. Green workplace policies include flexible working hours, carpooling, free transportation, teleworking, encouraging employees to use eco-friendly products, avoiding the use of plastic and glass products, and supporting employees' involvement in environmental initiatives and programs. Employee involvement in the green management system rises as a result.

Green Redressal Mechanism:

Employee behavior must be changed for the implementation of green HRM, which is challenging. Making stringent policies governing the use of green HR practices within the organization is essential. It is necessary to take corrective action in response to employee complaints about environmental issues and environmentally unfriendly behavior.

Advantages In Implementation of Green HRM:

- Employees receive job satisfaction, and environmental challenges are addressed.
- Acquisition of green talent prospects results in lower costs for spreading awareness, which is necessary for an organization to obtain a competitive advantage.
- Programs, Seminar and Conference Planning:
- Online training and teleconferences cut down on the employee's travel expenses and time.
- Decreases in carbon emissions and pollution control.
- It aids in decreasing labor turnover and improving employee retention.
- It develops the organization's brand image and draws in talented candidates.
- In order to maintain ecological balance within the organization, it strengthens relationships between all stakeholders and the general public.
- It strengthens the company's ability to achieve competitive advantages in the market and industry.
- It aids in lowering carbon emissions and global warming.

Challenges in Implementation of Green HRM:

- Acquiring candidates with green talent for the organization is challenging.
- When conducting all activities online, it can be difficult to close the human resource communication gap within the organization.
- Employees who are forced to promote environmental sustainability become dissatisfied since they have no motivation in doing so.

- The implementation of green HR practices requires a large initial investment.
- It took a lot of time to change staff behavior.
- Measuring the effectiveness of an employee's green HR practices has proven challenging.

Suggestions:

- The vision and goal of the organization can include green HR practices.
- It is the organization's duty to provide employee job satisfaction and address environmental-related problems.
- The goal of the organization is to obtain a competitive edge. Engaging employees in green HRM practices is a requirement of the organization.
- Employers can effectively engage their employees in their job by using green HR practices.

Conclusion:

The corporate sector has a primary obligation to adopt green initiatives and practices within the company. Corporate sector initiatives address the majority of environmental challenges. Therefore, it is the ideal time for the organization to integrate human resource activity into the environment management system for the improvement of environmental sustainability and efficient use of natural resources. In addition, this organization focuses on implementing green HR practices to lower costs, improve employee involvement in green HR practices, and reduce carbon footprint and environmental degradation.

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