

"Eco-friendly HRM: A Strategic Approach to Sustainable Performance"

Professor. Deepali Sharma,
IPS Academy, IBMR, Sanwer Campus, Indore
Email Id: deepalisharma@ipsacademy.org

Abstract:

eco-friendly atmosphere can lead to improved environmental performance. However, the relationship between green human resource management practices (GHRMP) and sustainable environmental efficiency (SEF) is not well studied. Green HRM (Green HRM) policies are necessary if additional Sustainable Development Goals (SDGs) are to be achieved by 2030. Environmental protection and sustainability should be given top priority in all GHRM policies and programs going forward. Green HRM practices show how environmentally friendly solutions are incorporated into regular business operations in almost every sector. This study looks into the current status of Green HRM (GHRM) implementation across processes, problems, and constraints, as well as the effect on GHRM adoption in the workplace.

A senior HR specialist from each of the four service sectors—education, banking and financial consultancy, healthcare—was questioned in-depth to obtain primary data. IDIs can assist in the more sustainable use of resources. The assessment considers the degree of acceptance, preparedness, problems, and overall state of GHRM practices. My research indicates that just a very small portion of Indians are aware of Green HRM. Though corporate executives and the government aren't supporting GHRM enough, it offers a lot of potential for HR procedures. GHRM adoption by Indian businesses has been sluggish for a variety of reasons. Environmental objectives and staff morality impact and can be utilized.

Keyword:

Eco-friendly, environmentally sustainable, sustainable performance, and green human resource management.

Introduction:

In the 1990s, the idea of "green management" was first introduced as a component of corporate strategy. Nonetheless, its influence started to grow in the 2000s. The term "green HRM" was first used by Wehrmeyer and Parker (1996) to refer to the planned and coordinated integration of standard HRM practices with the organization's environmental concerns. emphasized the urgent need to establish links between sustainable development and human resource strategies. In this context, a contemporary definition of economic growth is explored, one that seeks to advance trade and foreign policy, financial and fiscal policies, agricultural and industrial policies, as well as politically, ecologically, and socially sustainable development. A range of conventional HR procedures are examined in the literature on the extent to which HRM is green, including employment research, recruiting and placement.

Green work design is the process of creating and implementing new positions and responsibilities that focus only on environmental issues within enterprises. It entails integrating a variety of responsibilities, roles, and tasks in every task related to environmental protection. Stated differently, one of the interesting aspects of green job research is the inclusion of environmental considerations in the definition of the task while also including green competency into the job specification.

Organizations are realizing more and more how important it is to incorporate environmentally friendly practices into their HRM strategy in the quickly changing business landscape of today. In addition to showing a dedication to sustainability, this methodical approach to environmental stewardship has many positive effects for the company and its staff.

Definition of Green HRM

Thus, companies need to start implementing green routines in HR processes before they can fully transition into a green organization. Therefore, the company's success depends on the synergistic integration of green business activities. Green HRM can help achieve this goal because of its potential to foster human engagement in green organizational improvement. The paucity or scarcity of research in the field is a major issue for green HRM. Though potentially far superior to the HRM policy domain, there are only a smaller number of publications in this field.

Bhatnagar made the point that discussions on green HRM need to be thoroughly researched because of the growing problems related to environmental deterioration and the related expenses. Many difficulties are being overlooked in the present discourse on HR and industrial environmental process and performance..

Green human resource management focuses on integrating environmental concerns into HR practices, promoting sustainability and eco-friendly initiatives within organizations (Sulich et al., 2021). The integration of HRM functions with the environment is called "Green HRM". Nature-friendly organizational practices play an important role in improving environmental performance. The triple bottom line (TBL) approach, focusing more on social concerns than just economic factors, is crucial for ethical and green business success. However,

incorporating environmental concerns in an industrial setting is a complex and time-consuming task as it calls for a fundamental change in the mindset (Kabiraj et al., 2010).

When organizations adopt eco-friendly HRM practices, they contribute to the preservation of the environment while also potentially reducing operational costs. By implementing policies that promote energy efficiency, waste reduction, and sustainable procurement, companies can minimize their carbon footprint and contribute to a healthier planet.

Furthermore, an eco-friendly HRM approach can enhance employee engagement and retention. Many employees are increasingly seeking out employers who prioritize environmental sustainability, and integrating eco-friendly initiatives into HRM can boost morale and attract top talent.

In order to achieve a successful implementation of eco-friendly HRM, companies should think about incorporating sustainability metrics into performance reviews, offering eco-friendly practice training, and forming green teams to spearhead companywide environmental initiatives.

Adopting eco-friendly HRM is not just a strategic approach to environmental stewardship but also an essential component of long-term success and resilience for organizations looking to adapt to a changing global landscape.

Literature Review:

1. Adam Sulich, Malgorzata Rutkowska and Uma Shankar Singh, 2021; The details of B. Bellinger's approach, which was based on a 2019 poll of WUT students, were provided in this article. It is a helpful tool for supporting decisions with several criteria. Even if the results were measured on different scales, the authors compared and analyzed them using several criteria. This method's simplicity and convenience of usage are its advantages. There are no difficult or time-consuming computations involved in the process. It appears to be a helpful tool because a spreadsheet may be used to automate it. It also has certain drawbacks because it selects random instances for analysis and depends in part on subjective judgment.

Bellinger's multi-criteria approach might be considered helpful for analyzing multi-criteria decisions such as choosing a professional route, despite several drawbacks, such as the relevance of the criteria being arbitrarily allocated. In the future, the guidelines governing the selection of specific criteria by respondents should be more detailed. Perhaps even a more objective list of them should be produced by an impartial committee prior to their selection, enabling respondents to select the weights of ranked criterion.

2. Syed Mehmood Ali Shah, 2021; Managing one of a human resources organization's most precious assets is the responsibility of human resource management, or HRM. The entire history of HRM is currently being examined in light of sustainability. By expanding on this claim, we contend that green human resource management is a crucial component of sustainability. This article focuses on green human resource management (GHRM), which is an approach to human resource management (HRM) that involves managing an organization's ecology. According to the report, "green HRM" refers to the use of HRM policies to support businesses in using resources efficiently and to create an environment that raises worker

satisfaction and productivity even higher. Some define "green HRM" as utilizing HRM methods, rules, and perceptions to encourage the long-term use of company capital and avoid

3. Javier Martínez-Falcó, 2024; The study's findings are in substantial agreement with recent research by Martínez-Falcó et al. [104] and Montalvo-Falcón et al. [26], which have emphasized the critical role that GHRM and green knowledge stocks play in enhancing the financial performance of Spanish wineries. These studies also highlight the increasing acknowledgement of environmental management as a strategic asset in the business environment, particularly in industries closely linked to sustainability and natural resources like the wine industry. The synergy between the application of GHRM policies and the integration of ecological knowledge into business practices has been successfully shown by Martínez-Falcó et al. [104] and Montalvo-Falcón et al. [26] to significantly improve wineries' overall performance and GHRM developing a framework that allows environmental factors to be smoothly integrated into the operations and culture of the company.

4. Yusliza, Ramayah & Othaman, (2015); The most valuable resource for a company and a key component of employee management is its human capital. In addition to human resource policy, modern human resource managers have been tasked with adding the green human resource concept to corporate purpose statements. Green HR initiatives have paid off in the form of higher production, lower costs, better staff retention, and increased efficiencies. The environmental, social, and economic balance are all impacted by green HR policies and practices.

5. Dr. Sajal Kabiraj, 2010; Green business prospects offer environmentally friendly goods and services to consumers. These eco-friendly companies fill a competitive niche as well. Although green company is not a new concept, it is one of the newest, therefore the competition may not be as fierce as it would be for other small business chances. Green business prospects are undoubtedly here to stay as long as companies continue to accomplish more with less. "Going green" is the only way to develop your business by cutting waste and protecting the environment at the same time. The environment for green businesses is thriving and expanding. There are now green business prospects available to both home and commercial clients. Today, to establish yourself as the industry leader in a lucrative area, you must make sure your green business will continue to expand and be viable over the long term.

Objectives:

The primary goals of this research are to:

- Examine how businesses use green HRM;
- Advance the ideology necessary for correctly coordinating HRM principles with green management goals inside an organization

RESEARCH Approach:

The research project's main objective is to carry out an exhaustive and exploratory analysis. The body of existing literature was reviewed and the data from secondary sources was analyzed in order to conduct the research.

Books, journals, periodicals, research papers, and a variety of search engines were employed in addition to the current and historical records from the selected database to increase the study's authenticity. In the project's total analysis, the data acquired by searching through books and articles on the internet, among other literary works, was highly beneficial.

Findings and Suggestion:

- **Green HRM Practices in Organizations:** Cherian and Jacob (2012) found in their research that certain factors play a particular role in how employees apply green concepts. These factors include hiring, training, motivation, and green compensation and benefits to ensure that the company receives the right personnel with the right environmental input and job performance.
- **Human Resource Management Sustainability:** This method evaluates cooperation on job plans, cross-practical groups, organizational planning, and implementation. A single researcher looked into the effects of ISO 14001 standards in great detail.
- **Eco-Friendly Hiring Process:** This involves attracting and keeping top talent who are committed to environmental sustainability in addition to keeping creative staff members. This means finding individuals who are interested in and educated about environmental issues, as well as interviewing them and asking them questions regarding environmental issues.
- **Eco-Friendly Focus:** The goals of orientation should be to choose the best candidates for the open jobs and to give them accurate knowledge about the organization's eco-friendly policies and processes.
- **Education, Training, and Development in Green HR Practices:** GHRM creates and carries out initiatives, seminars, workshops, and continuing education courses concerning the management of resources, the eradication of environmental fraud, and the preservation of vitality. Increasing environmental awareness and offering continual training are essential for the development of a successful green management system.
- **Sustainability in Performance Evaluation and Green Pay:** To meet their environmental obligations, companies can set sustainability targets and provide rewards for reaching them. Green pay might include not just financial rewards or privileges but also customary favors, holidays, or other ways to recognize and celebrate achievements.

Suggestions:

Both the business and the employee will benefit from green HRM practices, higher employee morale, and potential environmental preservation. Several advantages that a person and a company can get through the adoption of green human resource management consist of:

- The corporate community is becoming more conscious of the important role that green buildings play in addressing environmental challenges. Green buildings are an excellent way for businesses to save money because they are inexpensive to create and engineer.

- A paperless workplace is a workspace where the use of paper is either completely removed or regulated by automating workflows for crucial official documents and other paperwork.
- Offices all over the world have undertaken a number of energy saving strategies to lessen their environmental effect, with the goal of providing more eco-friendly and efficient services.
- A number of organizations are introducing recycling programs as part of their green initiatives in an effort to reduce waste and increase the amount of recycled items.
- Companies are increasing their recruiting potential and attempting to attract brilliant people by offering environmentally friendly practices in the quest to attract the most creative and innovative workers.
- By raising knowledge of the Green HRM concept, Green practices, responsible use of natural resources, and preservation of natural resources for our future generation among those employed by the company

Conclusion:

This article seeks to shed light on how Green HRM may benefit employees and how their organization's practices and behaviour can harm the environment. All activities related to onboarding and acquiring human resources, their induction, performance appraisal and management, training and development, and pay and reward management that are intended to assist an organization in achieving its environmental management agenda and lowering its carbon footprint are collectively referred to as "green HRM."

Only until green HRM is successfully implemented throughout the company will this be achievable. Offering Green HRM practices would naturally draw people to a company, and putting these principles into effect would enhance employee attitudes and behaviors inside the company. In order for Green HRM to produce the desired results, future study must present empirical data. Green HRM can improve a company's brand and image. Green HR will be crucial in raising employee awareness of and care for the preservation of natural resources as well as in helping to manage waste, reduce pollution, and produce eco-friendly goods.

The suggested process model will make it easier for aspiring researchers and working managers to adopt green HRM practices. The current study suggests that future scholars do empirical studies, such as those on Green HRM practices in industrial or service firms, to close the gaps in the body of existing literature.

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