

## GREEN HUMAN RESOURCE MANAGEMENT: CONCEPT, MERITS AND LIMITATIONS

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### ABSTRACT

The term 'GREEN HR' is usually used to mention the contribution of HR policies and practices towards the extensive corporate environmental plan of safety and conservation of natural resources. Green HR has two vital fundamentals to be considered: ecologically friendly HR practices and the conservation of knowledge wealth. Green HRM has become one of the most popular topics in the commerce world and sustainability. It is observed that green environmental staffing is allied strongly with the success of monetary and marketplace mechanisms. The Green Human resource in green-oriented organizations plays a vital part in creating the ethos of suitability in their organization. The Green Human Resource Management plays a significant role in industry to encourage the environment associated problems by accepting it, in management philosophy, HR guidelines, and practices, educating people, and applying regulations linked to Environment Protection. This article discusses the concept of GHRM, its benefits, and limitations.

**Keywords:** Green Human Resource Management, Environment, Employees

### Introduction

The concept of GHRM is aimed at changing regular employees to the green-oriented with behavior employees that embattled their organization sustainability by implementing the concept of green procedures, practices, and systems. All actions comprised assortment and employments, attainment, training and growth, PMS, reward, friends, and advantages. Green HR practices transform well-intention and the wish to conduct daily HR activity and personnel attitude within the organization and encourage the green process implanting in the HR practices across the world. Green HR practices (green staffing) with employment and assortment individual with clear and good knowledge of the environment's importance that will grow the alertness between other personnel within the same organization to green employment by offering training aimed to implant the effect and advantages of the environment on organizational sustainability, groups, and individual. There are several initiatives toward green staffing on the practical level. Job analysis & job design procedure stresses the environmental problems such as recognizing the person description and job responsibilities within the outline of knowledge of the environment experiences, testing and interviewing people appropriate with the job requirements' environment

viewpoint. This type of HR practice will guarantee that applicant behavior characteristics, standards, and personality towards reducing waste accomplish innovation and ingenuity towards the notion of environmental sustainability of their organization.

Green HRM has become one of the most popular topics in the commerce world and sustainability. It is observed that green environmental staffing is allied strongly with the success of monetary and marketplace mechanisms. The Green Human resource in green-oriented organizations plays a vital part in creating the ethos of suitability in their organization. Forming the HR practices and implementations with the green interpretation and applications will impact all HR decisions and through all the action of stockholders' point of view. Presently, all the work gives more focus on the association between GHRM and organization sustainability. GHRM aids in generating, evolving and applying the tactic of sustainable commerce within the organization. The green HRM is yet revolutionary, unclear define idea, and its applications are experiencing some problems (Shaban&Safaa, 2019).

### Importance of Green HRM

The term 'GREEN HR' is usually used to mention the contribution of HR policies and

practices towards the extensive corporate environmental plan of safety and conservation of natural resources. Green HR has two vital fundamentals to be considered: ecologically friendly HR practices and the conservation of knowledge wealth.

The effect of day-to-day doings on the environment and the wish to go green has extended from just individuals to services. Additional organizations are offering to function in a more environmentally accountable way.

The Green Human Resources Management is based on the green movement associated with the Protection of Environment and save the Earth from upcoming calamities caused by the organizations to attain their single objective of profit expansion.

The Green Human Resource Management plays a vital role in Industry to encourage the environment associated problems by accepting it, in management philosophy, HR guidelines, and practices, educating people, and applying regulations linked to Environment Protection.

Green HRM also supports the managers and the organization in structuring the right business image and brand by firmly implementing the ISO 26000. Even the new Companies Act 2013 makes it compulsory for the companies having a net worth greater than 500 crores and a yearly turnover of 1000 crore or more to contribute towards the improvement of society.

Because of the surplus consumption of natural resources as a raw material by the industries and other commercial firms, there is an incredible burden on Earth's natural resources, which has led to deliberations on topics such as ecological disparities and biodiversity.

Several companies accept and implant green HR, which helps reduce carbon footprint through less printing of paper, video conferencing and interviews, etc.

*Few Initiatives companies can take to go green are:*

1. Leading an energy audit- Maximum local utilities provide trades free on-site consultations to decrease usage and save money.
2. Going paperless – Inspire e-mailing.

3. Recycle – Recycle paper, plastic, glass metal waste, and manufacturing waste materials.
4. Reducing business travel – Teleconference rather than traveling.
5. Buying green – Tell suppliers that the company is interested in sustainable products and set definite goals for purchasing recycled refurbished products.
6. Implement green manufacturing procedures – Use energy-efficient equipment and restructure procedures to use fewer steps and fewer materials and packaging (Vskills, 2021).

HR professionals can specify that inspiring staff to be more ecologically friendly in the workplace is the top practice for their services. This means services can inspire their employees to perform activities such as early morning office time, make double-sided photocopies, run-down computers after a few minutes of idleness, and use energy-effective bulbs to be the top ecologically responsible practices in the early stage of Green HR.

Currently, companies are applying EMS (Environmental Management System) as a strategic tool to attain competitive benefit. This system offers better control of the firm's environmental effects. It comprises commitment, policy, planning, application, measurement and assessment, review, and development of HR systems that fit the organization's ethos and long-term goals.

Upgraded employee morale, stronger public image, augmented customer confidence, employee faithfulness, and brand acknowledgment, a position as an employer of choice, augmented workforce productivity, efficacy, inspiration, and employee holding are a few of the many benefits an organization can have by applying and evolving such Green HRM methods (Sharmin, 2021).

### **Benefits of GHRM**

There are various reasons for a company to implement GHRM; the idea has multiple benefits for the firm and employees. It enhances employee confidence, attitude, and behavior to conserve the environment. GHRM upgrade rate of retaining in an employee; enhanced public image; development in enticing better employees; development in

productivity; improvement in the sustainable use of resources; a decrease of practices that cause the deprivation of the environment; save environmental influence; reimbursements and tax advantages and upsurge business opportunities.

Several recruiters now identify that green programs at the workplace can enhance social responsibility among employees and aid recollect top talent. Numerous green companies claim low employee turnover rates equated to their non-sustainable counterparts. Various information regarding green programs states the numerous benefits of a green workforce, such as:

- Eco-friendly business decisions: Keeping employees who comprehend sustainability's significance allows them to make business decisions with a broader viewpoint that helps bring advanced solutions to pressing and developing environment-related difficulties.
- Desirability as an employer: Green employers become the most favorite choice of the green talent pool, i.e., competent employees who not just comprehend sustainability but have also put it into practice in business earlier. A green workforce gives the company a competitive edge.
- Employee maintenance: Green companies are known to have lesser turnover rates compared to their non-sustainable counterparts. It is seen that companies' suitable environment management activities go a long way; it can expand sales and reduce costs (Mehta & Chygan, 2015).

Environmental safety practices and the inhibition of environmental pollution had arisen due to current environmental difficulties when humans noted that natural resources are inadequate. Environmental administration practices have enhanced the awareness acts of commerce on environmental problems since they have the utmost responsibility for environmental pollution. After the 2000s, commerce has started to prefer to be a part of the answer rather than being at the core of the issue and inclined to green business and management approaches. For better environmental performance, sustainable

competitive benefit, and environmental administration, environmental awareness should be taken into account in every human resource job ranging from employment to employee training, from performance valuation to rewarding. In this sense, green human resources management (GHRM), permitting improved employee awareness and assurance of environmental sustainability, has become a stimulating problem.

Green Human Resource Management (HRM) aims to transform employee attitude to aid organizations in attaining their environmentally-friendly goals. Companies can translate the application of the Green HRM concept into each HRM function. The implementation of Green HRM can be achieved through several HRM functions, and there are numerous optimistic effects of the application of Green HRM on individuals and companies. The implementation of Green HRM offers advantages for individual workers and the firm as well. Notably, individual workers have better green and non-green work benefits. Subsequently, at the organizational level, Green HRM's implementation benefits are the formation of eco-friendly administrative culture and work environment, the augmented competence of numerous resources, creating an optimistic corporate image, and improved financial and eco-performance (Suharti & Sugiarto, 2020).

Lately, green human resource management (GRHM) has been focused on by organizations and experts. Though, internal profits to implement GHRM practices in organizations have restrictions in the hotel industry. Hence, it is essential to overcome those issues and to implement these green practices in hotels. It offers the improvement of employees' human capital (e.g., green awareness, information, skill). Moreover, hotels boost employees' green enthusiasm (e.g., green commitment and attitude) if they apply GHRM practices efficiently. Ecological and monetary performances are also significant goals in implementing GHRM practices in hotels. Hotel administration must participate in implementing GHRM practices and getting benefits by implementing them (Nhat et al., 2018).

Green human resource management (HRM) practices can help companies manage their business tactics with the environment. Green recruitment and green training have optimistic effects on sustainability. Green scrutiny and job description, green assortment, green performance evaluation, and green reward do not have any remarkable impact on sustainability. However, the optimistic role of green HRM in the sustainability of manufacturing companies has immense significance (Yong et al., 2020).

As everyone knows, green human resource management (GHRM) is vital in informing employees' pro-environmental attitude and environmental performance. The particular effects of GHRM practices on pro-environmental attitudes should be understood from the employees' viewpoint. GHRM practices can be used as internal resources to enhance employee pro-environmental information technology (IT) attitude. The green knowledge and enhancement, performance management, empowerment, and involvement are vital in improving the pro-environmental IT attitude. Moreover, the arbitrating effects of pro-environmental IT attitude are significantly noteworthy for the effects of green knowledge and enhancement, performance administration and green enablement, and participation on environmental IT performance (Ojo et al., 2020).

### **Limitations of GHRM**

While eco-friendly living is a hopeful ideal, there are different possible disadvantages of making strides toward environmental friendliness.

*The significant limitations are:*

- Preliminary costs.
- Insufficient reserve funds.
- Increased capital expenditures.
- Irregular competition.
- Marginal effect.
- Employee lethargy and reluctance.

*Preliminary costs:*

Perhaps the most significant disadvantage of becoming environmentally friendly is that it often needs a high starting cost.

For instance, introducing a new roof or new protection to keep heat from escaping the home

would be considered a green home improvement. However, it would cost a considerable amount of money to get the work accomplished.

*Insufficient investment funds:*

The objective of practicing environmental safety by and large, for example, developing an energy-efficient home or buying a half and the half vehicle, is to decrease environmental effect while setting aside cash in the long haul. Green structures and vehicles are inclined to use less energy, so commence costs can often be earned over time through energy reserve funds.

The trouble is that the investment funds produced by making strides toward environmental friendliness are often less than expected; they do not make up for the underlying cost quickly enough to make them economically doable.

*Increased capital expenditures:*

Few green conversions need an underlying money expenditure that reduces the firm's primary concern performance while the investment pays for itself. This can reduce the income or yearly profits of an organization.

*Irregular competition:*

In the commerce world, becoming environmentally friendly can be an attractive objective to acquire generosity and consumer uphold. Unless green improvements are economically doable, it can put a business at a competitive disadvantage.

For example, suppose one organization decides to adhere to exacting, self-imposed contamination standards, which need new technology and workers, while another sets loose standards. In that case, the second organization will be a benefit since they will have lower production costs.

*Minimal effect:*

While becoming environmentally friendly aims to reduce mischief to the environment, the effect that a specific individual can have on the environment by practicing environmental awareness is often irrelevant.

The understanding is that if everyone somehow managed to practice environmental awareness, it would have a noteworthy and noticeable

effect. However, not everyone can be convinced to practice environmental awareness, and many believe that doing so has no real effect outside of economics. This makes practicing environmental awareness a personal choice for some.

*Employee lethargy and reluctance:*

Several employees feel that it is not their job to conserve the environment while they are at work. However, the currently educated workforce is featuring on environmental management awareness while picking their employers.

*Challenges facing GHRM:*

The idea of GHRM and green staffing is the concept that initiates from entry positioning until exit from the firm; implementing green staffing is sort of go green in a global direction. The HR section in any firm has a vital job to form the policy targeted, direct the employee to the green viewpoint. The HR policy used the guidance, how people behave, and managing them in a philosophical way of GHRM and green staffing in their firm. There are few challenges such as (1) the problem of transforming or change employee attitude in a short period; (2) there is no guarantee that each employee will be inspired equally to the idea of GHRM; (3) to generate the culture support GHRM and force to the application can be burdensome and tiring process; (4) recruiting a green talent employee can be a challenging task; (5) evaluating the GHRM efficacy towards employee behavior; (6) HR experts can be under burden since they are answerable to apply the process of GHRM, choosing the suitable employee and will be anticipated to attain it (Shaban, 2019).

Green human resource management focuses on the awareness of an organization in interacting with environmental issues and the management of the firm's social and monetary well-being and employees. There are enormous appreciation and ceaseless application of sustainable green practices in the working environment by the current workforce in assembling companies. The management of green human resources assumes a massive role in organizational citizenship behavior towards the Environment (OCBE) in the current

workforce towards sustainable performance in assembling industries. Organizations ought to understand that green management is one of the essential methods by which they can secure their legitimacy and continued operation through their core vision. By enhancing their human capital alongside the best approaches across the organization, enterprises are trying to ensure that their business procedures are as efficient as could reasonably be expected, thereby reducing potential damage to the environment (Jayabalan et al., 2020).

The associations among green HRM, green SC, lockdown, and organization performance are substantial. Moreover, the arbitrating role of green SC and the controlling role of lockdown also plays a vital role. The green HRM has noteworthy significance for food supply companies. It has an optimistic role in enhancing the performance of food supply companies. Furthermore, green SC additionally plays a vital contribution to the performance of food supply companies. However, COVID-19 has a negative role in firm performance. The circumstance of lockdown due to COVID19 negatively affects these companies' performance (AlZgool et al., 2020).

The hotel industry is filling quickly in developing countries due to an increase in the travel industry; however, the hotel industry is one of the sectors mainly increasing the burden on the environment. Hence, due to the vast number of environmental problems that the hotel industry has experienced, there is an upsurging force to pay a correct solution to environmental problems and implementing sustainable business practices, for instance, the reception of green human resource management (HRM) practices offers a mutually beneficial arrangement for the organization and its stakeholders. Therefore, it signals the need to examine how green HRM practices will enhance environmental performance in the hotel industry. The green recruitment and assortment, green training and development, and green reimbursement have a meaningful association with environmental performance. In contrast, the green performance examination did not have a severe association with environmental performance (Yusoff et al., 2020).

### Conclusion

The concept of GHRM is aimed at changing regular employees to the green-oriented with behavior employees that embattled their organization sustainability by implementing the concept of green procedures, practices, and systems. Environmental safety practices and the inhibition of environmental pollution had arisen due to current environmental difficulties when humans noted that natural resources are inadequate. Environmental administration practices have enhanced the awareness acts of commerce on environmental problems since they have the utmost responsibility for

environmental pollution. This makes GHRM important. Green human resource management focuses on the awareness of an organization in interacting with environmental issues and the management of the firm's social and monetary well-being and employees. There are enormous appreciation and ceaseless application of sustainable green practices in the working environment by the current workforce in assembling companies. There are a number of benefits of GHRM. At the same time GHRM suffers from some limitations. However, it is in the interest of the organizations to implement GHRM by overcoming the limitations.

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