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IMPACT OF GREEN HRM PRACTICES ON EMPLOYEE AWARENESS AND FUNCTIONING: A CASE STUDY ON NIELSEN LIMITED, VADODARA, GUJARAT

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ABSTRACT

It covers the understanding of what Green HR practices is and why is it so important strategy at an organizational level along with all the factors that affect and impact of Green HR practices strategies in an organization The contribution of people to an organization is unpredictable, unique and has potential for further development because people have beliefs, values and different levels of experience that can be tapped for both individual and organizational benefit.

This surveying in Green HR practices will serve as a tool for permitting the employees to influence on their estimations. Also, the employers will believe that the organization will take a serious action about the problem each one has.

Human Resource programmes will be able to address only few significant things immediately. Several Human Resource programmes are simply based on superior's imitation or inspection. With the Green HR Practices Survey, the Human Resource programmes will be optimistic.

Keywords: green human resource management, practices, employee awareness

1. Introduction

Every organization has an impact over environment through their operations, services, and products as it is in frequent interaction with employees, shareholders, suppliers, and customers. **Green HR** is nothing but the use of HRM policies in such a way that it leads in promoting the use of resources in a sustainable manner. The meaning and definition of green HR is very wider it has obtained different meaning for different people, Anjana Nath Regional Head HR, Fortis healthcare ltd defines Green HR as environment- friendly HR initiatives leading to better efficiencies, lesser cost, and heightened employee engagement levels. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which Filling, Car sharing, Job sharing, Teleconferencing, Online training, Flexible working hours and Tele-commuting”.

There are many authors who have contributed to the field of HRM depicted that the success of strategic tools and innovation widely depends upon the quality of human resource of any organization. IN green HRM every employee is made aware of what green HR practices are and they are motivated to follow green HR practices. There is a need for adopting a proactive approach towards

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environmental management. Many companies around the world have started adopting green HR practices. It helps in reducing the carbon footprint by adopting several factors such as video conferencing, less printing of paper, interviews etc. There are many HR professionals who are helping companies to adopt green policies through online sharing of data, online sharing of training or learning material, encouraging employees to turn off monitor when they are not using it, use of minimum lighting, more use of LED etc. Green HR not only save environment from getting degraded but also help in safeguarding the health and well- being of workers. Climate change due to global warming is major issue which alerts Government, public and organization (Arul rajah, 2014).

2. Review Papers

[1] **Hallahan (2000)** suggests that the Ability-Motivation-Opportunity (AMO) framework can explain how the objectives of HRM and potentially GHRM, are derived through the implementation of HR activities and practices. The AMO framework suggests that individual 's process information through three specific factors: ability, motivation, and opportunity

[2] **Prasad Rao (2008)** analyzed that the green hr practices and culture are the powerful tools that have tremendous effect on the morale, performance, and job satisfaction of the employees. The green hr practices play a vital role in an organization as these are usually associated with the perceptions, ideas, values, beliefs and most importantly the behavior of its employees. A sound green hr practices encourages a cooperative attitude towards their work, an essential thing for any organization to achieve its goals and objectives that also benefit the employees.

[3] **Indu Rao (2009)** in his study has drawn from review of literature on the concepts of sustainability and organization culture in the present context of economic turmoil. The findings suggest that green hr practices moderated by leadership and trust play an important role in sustainability of organizations and a model has been proposed for the same. It is also suggested that organization can be visualized as manifestations of cultures and future organizations need to integrate sustainability with their organizational culture to be prepared for any uncertain socio-economic times.

[4] **Suhaimi Sudin (2011)** research shows that green management initiatives have become an important factor in forward thing businesses around the world. Researchers argued that employees must be inspired empowered and environmentally aware of greening in or-der to carryout green management initiatives. The paper focuses on development of a new model of strategic Green HRM which includes relationship between assessments-based HR interventions, environmental management system, Green intellectual capital, and corporate environmental citizenship.

5] **A study by M W Shaikh (Shaikh, 2014)** pointed out the importance of **Green HRM based on the Save Earth Planet movement**. He explains that Green HRM can help the employer and industrialists in image branding and strictly implementing the Green Audit ISO 14000. It was suggested that employee Chapter 1 Introduction 6 values, social bonds and exchanges in the workplace, and individual attitudes toward CSR are likely to be key predictors of socially related behaviors. Therefore, Ellis (2008) concluded that management should encourage employees to actively participate and contribute to policy development and the execution of green programs.

Research Methodology

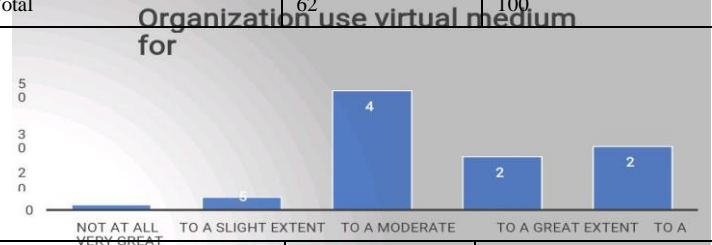
The universe considered for this study is the entire workforce of the organization. This study is exploratory in nature considering its objectives and scope of the study. Convenient sampling method is adopted to collect the data. Response has been taken from 100 sample size from an organization. Primary and secondary tools of data collection have been used to collect the data. Questions were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

1. Does your organization encourage the applicants to apply online rather than sending other application for jobs?



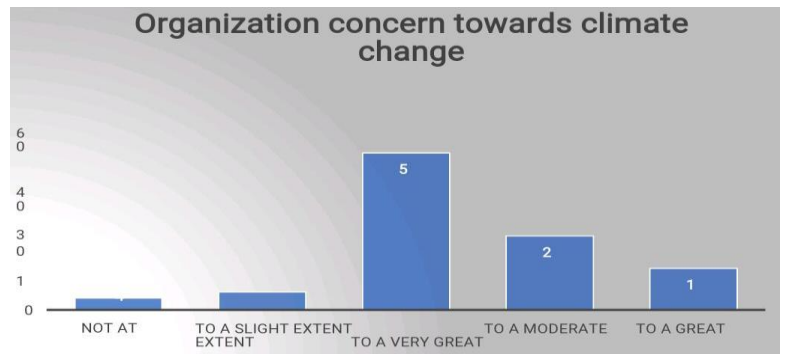
Sr.No.	Particulars	Frequency	Percentage(%)
1	Notat all	1	2
2	Toaslight extent	5	8
3	Toamoderateextent	33	53
4	Toagreatextent	10	16
5	Toaverygreat extent	13	21
	Total	62	100

2.Does your organization use virtual medium for recruitment and selection process?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Notat all	1	2
2	Toaslight extent	2	5
3	Toamoderateextent	30	47
4	Toagreatextent	14	21
5	To a very great extent	15	25
Total		62	100

3. Did your organization include the organization concern towards climate change in their induction program?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Notat all	2	4
2	Toaslight extent	3	6
3	Toamoderateextent	34	53
4	Toagreatextent	15	25
5	Toaverygreat extent	8	14
	Total	62	100

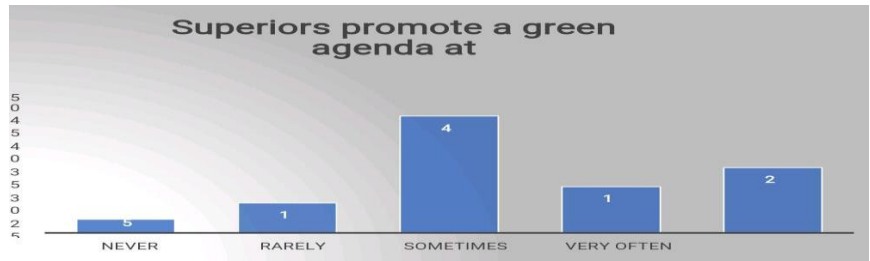
4. Does your organization explore more opprtunities for implementing alternative energy resources?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Notat all	2	5

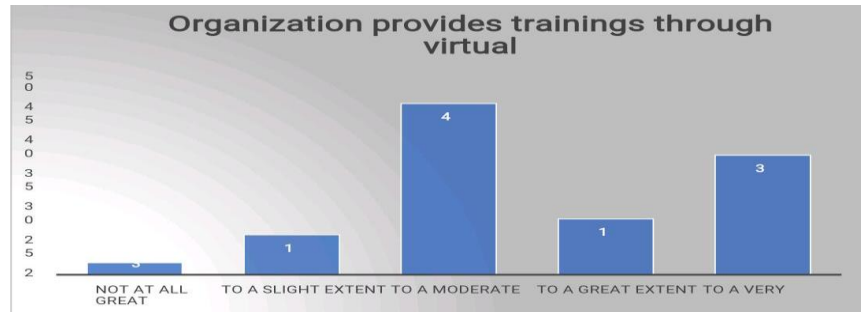
2	Toaslight extent	5	11
3	Toamoderateextent	25	43
4	Toagreatextent	12	17
5	Toaverygreat extent	16	24
	Total	62	100

5.Does your superior promote a green agenda at workplace?



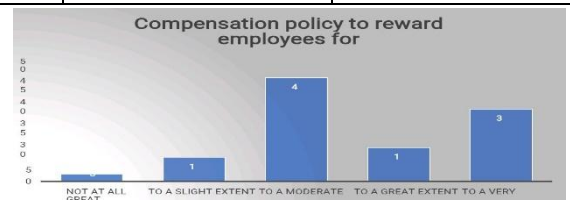
Sr.No.	Particulars	Frequency	Percentage(%)
1	Never	2	5
2	Rarely	3	11
3	Sometimes	29	43
4	Veryoften	14	17
5	Mostly	14	24
	Total	62	100

6.Does your organization provide training through virtual mode?



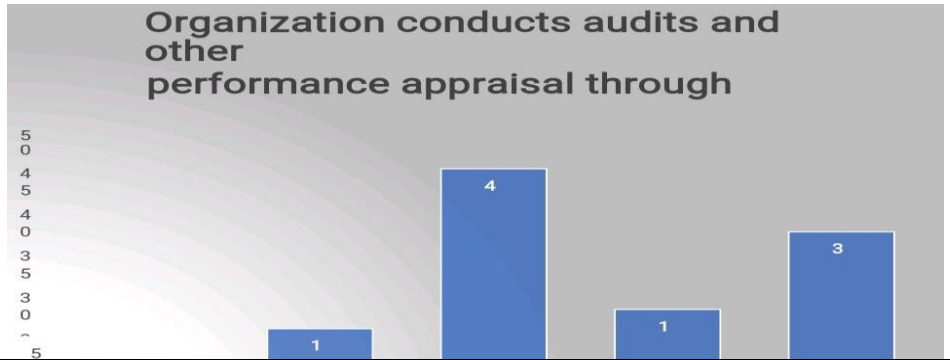
Sr.No.	Particulars	Frequency	Percentage(%)
1	Notat all	2	3
2	Toaslight extent	5	10
3	Toamoderateextent	24	43
4	Toagreatextent	13	14
5	Toaverygreat extent	18	30
	Total	62	100

7.Does hr compensation policy to reward employees for their green contribution?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Not at all	2	4
2	To a slight extent	5	10
3	To a moderate extent	26	43
4	To a great extent	10	14
5	To a very great extent	19	30
	Total	62	100

8. Does organization conduct audits and other performance appraisals through virtual medium?

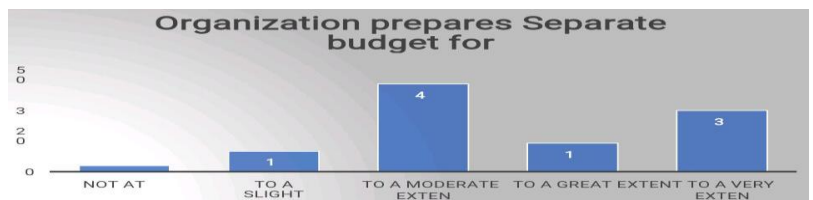


Sr.No.	Particulars	Frequency	Percentage(%)
1	Not at all	2	4
2	To a slight extent	5	9
3	To a moderate extent	26	43
4	To a great extent	10	14
5	To a very great extent	19	30
	Total	62	100

9. Does your organization take disciplinary action who violates



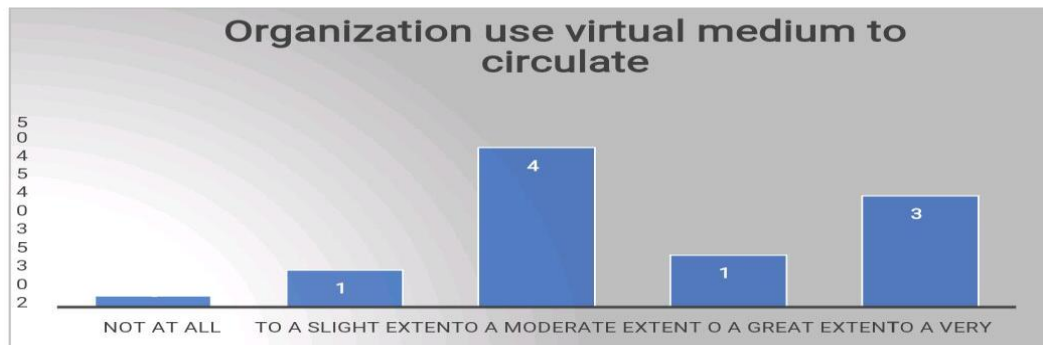
Sr.No.	Particulars	Frequency	Percentage(%)
1	Not at all	1	3
2	To a slight extent	6	10
3	To a moderate extent	26	43
4	To a great extent	10	14
5	To a very great extent	19	30
	Total	62	100



10. Does your company prepare separate budget for green activities?

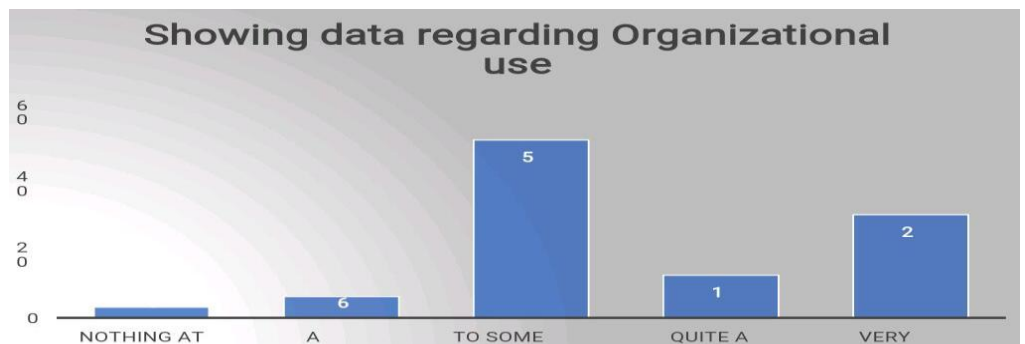
Sr.No.	Particulars	Frequency	Percentage(%)
1	Not at all	2	3
2	To a slight extent	5	9
3	To a moderate extent	27	44
4	To a great extent	12	14
5	To a very great extent	14	30
	Total	62	100

11. Does your organization use virtual medium to circulate the notice or any other information to employees?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Not at all	2	3
2	To a slight extent	7	10
3	To a moderate extent	27	43
4	To a great extent	9	14
5	To a very great extent	17	30
	Total	62	100

12. Does your organization use web, teleconferencing or other methods for the daily meetings?



Sr.No.	Particulars	Frequency	Percentage(%)
1	Never	1	3
2	Rarely	3	06
3	Sometimes	31	50
4	Very often	8	12

5	Mostly	19	30
	Total	62	100

4. Results and Conclusion

Results:

- The respondents agree to a moderate extent to encourage online recruitment process which is agreed by 53% of them.
- The respondents agree that they feel organization should include virtual medium for hr process which is agreed by 47% of them.
- The respondents agree that their organization change in induction program is being evaluated fairly which is agreed by 53% of them.
- The respondents agree that the organization explore more opportunities for implementing alternative energy sources which is agreed by 43% of them.
- The respondents agree that superior promote green agenda at workplace which is agreed by 43% of them.
- The respondents agree that the organization provide training through virtual mode which is agreed by 43% of them.
- The respondents agree that the firm provides a compensation policy to reward employees for their green contribution which is agreed by 43% of them.
- The respondents agree that organization conducts audits and other through virtual medium which is agreed by 43% of them.
- The respondents strongly agree that an appropriate disciplinary action is taken in response to any violation of green hr practices which is strongly agreed by 43% of them.
- The respondents agree that organization should prepare separate budget for green activities which is agreed by 43% of them.
- The respondents agree to organization uses virtual medium to circulate information which is agreed by 43% of them.
- The respondents agree that organization uses virtual platforms for daily meetings which is agreed by 43% of them.

Conclusion:

In today's world organization that has more focus on environment has higher acceptance in society. Due to this rising awareness of the society about environment, organizations are being pushed to pay more attention on the environment. Now, it may seem that more investment on environmental issues will cause profit minimization. In that case, non-financial practice like green human resource management can be implemented in the organization. Financial help to a part of the total population of a country may get less focus than being green through Green HRM. Higher focus will create higher acceptance. Higher focus will facilitate an organization to maximize their profit in long run. In this way CSR can also be performed through Green HRM. So, practicing Green HRM as a means of promoting CSR in this industry will have a positive impact over the industry which will facilitate them to achieve higher social acceptance as well as higher profit making in the long run. In this empirical research work, the researcher has provided useful insights into the green practices adopted by organizations in the background of a developing economy like India where environmental concern is on rise.

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