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## THE ROLE OF GREEN HRM IN PROMOTING SUSTAINABILITY

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### ABSTRACT :

Green human resources management (Green HRM) is a strategic approach that integrates environmental management into HR practices aiming to promote sustainability within organization by implementing eco-friendly initiative such as green recruitment and selection, green training and development, green performance management, and energy efficient workplace design. Human resource management (HRM) is an important function of management that deals with the most valuable Assets of an organization which is human resource. Green HRM is a new word in corporate world with increase significance the purpose of the study was to explore green HRM practice and their significant role in promoting sustainable development by enhancing organizational efficiency, reducing resources consumption, and cultivating a culture of environment stewardship. Green HRM is the use of Human Resource Management policy to promote the sustainable use of Human Resource within business organization, and more generally promote the cause of environmental sustainability this practice enhances the efficiency and result in improving employee attributes and behaviors within organization. Green HRM techniques that support Organization in every way additionally this research will be helpful to organization because it will provide them a better understanding of how to promote green HRM practice and improve organizational efficiency and sustainability.

**Keywords:** HRM, Green HRM, Environmental sustainability, Eco-friendly, policies

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### INTRODUCTION :

Green HRM is defined as the use of HRM policies to supports the sustainable use of resources inside commercial organization and advance environmentally cause, which further boost worker happiness and morale. This study explores the meaning of Sustainability, green human resources management practices, and their interrelationship as well as importance of each in today's society. Businesses are placing more emphasis on sustainability and Green HRM. The HR department is ideally situated to supports both developing and implementing green programmers. With in organization, "green" issues are becoming increasingly important.

HR Manager in all sectors now identify that the Green Human Resources management practices in their workplace will promote the social responsibility among workers and this practice will help to retain their skilled workers in their organization. Nowadays organization is implementing EMS (environmental management system) a strategic tool, to gain competitive advantages. This system provides better control of firm's environmental impacts it has become noted that most of the companies had started contribution a lot on corporate social responsibility.

Green HRM brings Economic changes and raising the efficiency both Ecological and Economic while ensuring that the cost of natural resources exploitation is within the acceptable range in HRM practices. Green HRM targets Human Resources to bear an Environmental responsibility in their task, to turn them into employees who are able to develop positive behaviors with other co-workers, to present new ideas recommendations, and thus to enable the implementation of environmental programs. The basic target actually is to motivate employees, to turn them into environmental-conscious individuals, and to improve environmental preference of organizations.

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### Meaning of Green HRM:

Green Human Resources Management (GHRM) can be defined as a set of policies, practices, and systems that stimulate the green behavior of a company's employees in order to create an environmentally sensitive, resource-efficient, and socially responsible organization. 18 Oct 2018

Green HRM is the use of HRM policies to promote the sustainable use of resources within business organizations and more generally, to make eco-friendly and promote the causes of environmental sustainability

Green Human Resource Management (Green HRM) refers to the integration of environmental management into Human Resource Management (HRM) practices. It focuses on promoting environmentally sustainable practices within an organization through policies, initiatives, and employee engagement.

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### Definition of Green HRM

- **Strategic Definition:** Green HRM is the process of aligning HR policies and practices with the organization's environmental goals to create a sustainable workforce that values environmental responsibility.

- **Operational Definition:** It involves implementing HR functions such as recruitment, training, performance management, and rewards to encourage eco-friendly behavior and reduce the ecological footprint of the organization.
- **Practical Definition:** Green HRM is the adoption of eco-friendly HR initiatives that lead to greater resource efficiency, minimize waste, and promote a green organizational culture.
- **Academic Definition:** Green HRM is the systematic application of human resource policies to enhance an organization's sustainability by embedding environmental consciousness in employees' attitudes and actions.

## LITERATURE REVIEW :

As the primary component of the research project, the literature review aids in comprehending the previous research conducted on the subject, serves as the foundation for the formulation and analysis of the research problem, and helps us understand the extent and constraints of previous studies. It also provides insight into the areas that previous researchers have not addressed.

**Renwick et al. (2013):** This foundational study highlighted the integration of environmental management within HRM practices, coining the term "Green HRM." The authors explored key areas like green recruitment, which focuses on hiring individuals with pro-environmental values, and green training, which equips employees with knowledge and skills to minimize the ecological footprint. The study concluded that these practices not only enhance organizational sustainability but also create a culture of shared environmental responsibility among employees.

**Jabbour et al. (2011):** Focused on the role of green training and development in organizations, the study emphasized the importance of equipping employees with environmental competencies. It discussed how green training fosters innovation in sustainable practices, enabling organizations to adapt to environmental challenges. The authors also linked green training to improved organizational performance by reducing waste, saving resources, and complying with environmental regulations.

**Darshan et al. (2024)** This paper examines the integration of eco-friendly HR practices in organizations to promote sustainable development. It emphasizes the importance of recruitment, training, and reward systems in fostering environmentally responsible behavior within the workforce. Contribution reflects a commitment to exploring innovative strategies that align business operations with global sustainability goals.

**Arulrajah et al. (2015):** Provided a comprehensive framework for Green HRM by categorizing practices into green recruitment, performance management, and compensation. The study argued that hiring environmentally conscious employees and linking rewards to eco-friendly behavior create a sustainable workforce. The authors also pointed out that these practices enhance the organization's reputation as a socially responsible entity, attracting stakeholders committed to sustainability.

**Tang et al. (2018):** Investigated the impact of Green HRM practices on employees' pro-environmental behavior. The study highlighted how initiatives like green training and employee engagement programs drive workplace eco-innovation. Employees in organizations with robust Green HRM practices showed higher levels of environmental commitment and contributed to achieving sustainability targets.

**Jackson et al. (2011):** Discussed the strategic potential of Green HRM in reducing an organization's environmental footprint. The study explored HRM's role in promoting energy conservation, waste reduction, and sustainable resource use. The authors emphasized that Green HRM is not only an operational tool but also a strategic initiative that aligns organizational goals with global sustainability trends.

**Ahmad (2015):** Focused on the benefits of green recruitment and selection processes, emphasizing how recruiting individuals with strong environmental values aligns the workforce with sustainability goals. The study also pointed out that green HR practices enhance employee morale and organizational loyalty by fostering a shared sense of environmental stewardship.

## Research methodology :

The objective of the paper is to present role of Green HRM in sustainability development. The study has taken with help of various websites journals social sites reference books and corporate report and industry publication to gain and understanding concept of Green HRM and role of Green HRM for sustainability development.

## Objectives of the study

- ✚ To explain the Green HRM practices
- ✚ To explain the Role of Green HRM for sustainable development

## Green HRM Practices



- **Green Recruitment and Selection:** This practice focuses on hiring candidates who have a strong environmental consciousness and align with the organization's sustainability goals. Job descriptions emphasize eco-friendly values and practices.
- **Green Training and Development:** It involves educating employees on sustainable practices, such as energy conservation, waste management, and eco-friendly technologies, through specialized training programs.
- **Green Performance Management:** In this practice, environmental objectives are included in performance appraisals, where employees are assessed based on their contributions to sustainability and eco-friendly actions.
- **Green Compensation and Rewards:** Organizations offer incentives, bonuses, or other rewards to employees who actively participate in green initiatives or adopt environmentally responsible behaviors.
- **Paperless Processes:** This practice aims to reduce paper usage by implementing digital tools like e-signatures, digital onboarding, and electronic records for administrative tasks.
- **Energy-Efficient Workspaces:** Organizations adopt energy-saving technologies such as LED lighting, energy-efficient appliances, and sustainable office materials to create an eco-friendly workplace.
- **Green Employee Engagement:** Employees are encouraged to engage in environmental initiatives like tree planting, reducing waste, and participating in community sustainability programs.
- **Waste Management Policies:** This involves establishing recycling programs, reducing waste generation, and implementing policies to ensure efficient use of resources, contributing to a greener workplace.

### *Role of Green HRM for sustainable development*



- **Promoting Environmental Awareness:** Green HRM raises awareness among employees about sustainability issues through training, workshops, and green policies, fostering a culture of environmental responsibility.
- **Reducing Resource Consumption:** By adopting paperless processes, energy-efficient practices, and sustainable resource management, Green HRM helps organizations minimize waste and optimize resource use.
- **Encouraging Pro-Environmental Behavior:** Through green recruitment and employee engagement programs, Green HRM attracts and retains individuals who align with the organization's sustainability goals. This ensures a workforce that is committed to reducing the ecological footprint.
- **Aligning Organizational Goals with Sustainability:** Green HRM integrates environmental objectives into performance management and rewards systems, ensuring sustainability becomes a measurable and prioritized business goal.
- **Supporting Innovation and Green Initiatives:** Employees trained under Green HRM are more likely to contribute to eco-friendly innovations, such as renewable energy solutions, sustainable supply chain practices, and waste reduction technologies.
- **Enhancing Corporate Social Responsibility (CSR):** Green HRM strengthens CSR initiatives by encouraging participation in activities like afforestation, community clean-up drives, and environmental awareness campaigns.
- **Building a Sustainable Workplace:** By promoting energy-efficient workspaces and sustainable infrastructure, Green HRM ensures that organizations reduce emissions and conserve energy, contributing to long-term sustainability.
- **Contributing to Global Goals:** Green HRM supports international sustainability goals, such as the United Nations Sustainable Development Goals (SDGs), by addressing climate action, responsible consumption, and partnerships for sustainability.

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**CONCLUSION :**

Today, human resource plays a very important role in managing employee from entry to exits. Organizations should provide proper trainings to employees and influence them to adopt HRM (Green HRM). No doubt there are certain barriers in the implementation of green HR initiative adopted by them. They should focus on strengthening their employees so that they can also contributed their efforts, ideas to greening of their organization.

Green HRM is an emerging field some of the concerns for environment and for the need of going green can be addressed through adoption of Green HRM by different public and private organizations the Green HRM framework is not a complex and may not require a fundamental shift in the structure of HRM functions but at the same time have a positive impact on long term. The adoption of Green HRM practices, such as green recruitment, training, performance management, and employee engagement, ensures that sustainability becomes a shared responsibility across all levels of the organization. Ultimately, Green HRM is a transformative approach that integrates environmental and organizational objectives, making it a cornerstone for sustainable development in the modern business landscape.

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