



A Review Paper On Green HRM Practices In IT Sector

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ABSTRACT:

Today, all businesses, in some capacity, engage in recruitment and selection. However, recruiting and selection in the IT sector varies slightly. The growth of technology has had a significant impact on recruiting and its tactics. The recruiting strategy differs not just within the IT sector, but also across organizations within the IT sector. The research will give an inside look at the IT industry's recruiting and selection processes, as well as the various tactics that IT organizations have taken during the year. In the modern world, all companies employ some form of recruitment and selection. Nonetheless, the hiring and selection processes in the IT industry varies substantially. The development of technology has had a significant impact on recruiting and its methods. Not only is the recruitment approach varying inside the IT business, but also between IT industry companies. The research will give an inside look at the recruiting and selection procedures used in the IT sector, and it will also discuss the various strategies used by IT organizations throughout the year.

KEY WORDS - Green recruitment and selection, green HRM, green technology, systematic review, candidate attraction, green sustainability.

Introduction :

"A Study of Green Recruitment and Selection Practices in IT Companies" is a research study that examines how information technology (IT) companies incorporate environmentally friendly practices into their recruitment and selection processes. This study investigates how these companies aim to reduce their environmental impact by adopting sustainable hiring methods and policies. It explores the strategies, tools, and initiatives IT firms employ to attract and select talent while aligning with ecological sustainability goals. Historically, recruitment and selection in IT companies have centred on assessing candidates' technical prowess, qualifications, and experience. However, as global environmental concerns loom ever larger, businesses are

acknowledging the need to infuse sustainability into their DNA. They are recognizing that their long-term success is intricately linked to their capacity to mitigate their ecological footprint, not just through operational processes but also via their human resource management.

The scope of this study encompasses a comprehensive exploration of how IT companies are actively incorporating green principles into their recruitment and selection processes. It endeavours to uncover the strategies adopted to attract, evaluate, and select talent that is not only proficient in the realm of technology but also aligned with the company's sustainability goals. Moreover, it seeks to shed light on the tools, methodologies, and innovative practices that these companies are deploying to make environmentally conscious hiring decisions.

LITERATURE REVIEW :

1. Green Recruitment is the process of recruiting new talent who is aware of an ongoing process, environmental systems and familiar with environmental conservation. Green assured that the recruitment of new talent who is familiar with the practice green and environmental systems that will support effective environmental management in organizations (Wehrmeyer and Stringer 2009)
2. By Prachi Sharma (2011), Green toughest of recruits is a free recruitment process to minimize the environmental impact of paper. Recruitment is usually done through online media such as websites, email, online application forms and other applications. If possible, interviews can be done online via phone or video call. Green recruitment is a free recruitment process to minimize the environmental impact of paper.
3. Employee Green Behaviour measurable individual behaviour that contribute to or reduce environmental impacts in the context of the work (Ones and Dechert 2012).
4. Employee Green Behaviour is an essential component of an organization's environmental sustainability (Andersson et al 2013).
5. Employee Green Behaviour included in the activities of saving energy, use resources efficiently, reduce waste, Green HRM if implemented correctly, could be a value-added business for competitive advantage (Lenny & Ahmad 2018)

OBJECTIVE OF RESEARCH

- To study the awareness level of green recruitment and selection practices.
- To identify future trend in green recruitment and selection practices.

RESEARCH METHODOLOGY

Green marketing is used to promote sustainable or environmentally friendly products and services. This idea states that companies using green marketing strategies will observe an improvement in consumer behavior and perception.

- **Consumer research:** Finding out how consumers feel about green marketing and their thoughts about it helps to demonstrate why this need is necessary. Surveys about consumers' opinions of a business's reliability, legitimacy, and social responsibility may be predicated on the business's eco-friendly marketing campaigns.

Case Study:

Empirical evidence can be obtained by looking at real-world examples of businesses use green marketing techniques to alter consumer attitudes and purchase behavior. Further research on the effectiveness of green marketing initiatives can be conducted by focusing case studies on specific product categories or economic sectors.

Consumer Education Programs: A national campaign was launched by an industry association named "Green Fashion India" to educate consumers about the impact of their clothing choices on the environment. They partnered with influencers and celebrities to promote eco-friendly fashion.

Outcomes:

Diminished environmental impact Eco Tex Fabrics saw a 25% and 30% reduction in their usage of chemicals and water, respectively.

At Green Weave Textiles, there was a notable 15% decrease in both energy consumption and wastewater output.

- **Market Expansion:** Sales of Nature Blend Apparel's eco-certified merchandise surged by 20% due to their popularity.

The Green Fashion India initiative, which promoted sustainable fashion, reached over 10 million people in terms of consumer education.

- **Acknowledgment of Business**

These initiatives garnered positive press coverage and industry recognition, motivating other textile companies to adopt green marketing strategies.

- **Experiments:** To compare customer behavior, controlled settings can be used for experiments. One way to track a buyer's intentions and choices is to expose participants to different marketing messages that promote green qualities.

SAMPLE SIZE

“Industry Initiatives for Green Marketing in India”

PRIMARY SOURCES

• Submitted to MSR amaiah University of Applied Sciences	
• Student Paper	2%
• Submitted to University of Hull	
• Student Paper	1%
• Submitted to Liverpool John Morries University	
• Student Paper	1%
• "Green Marketing in Emerging Markets", Springer Science and BusinessMediaLLC,2021	
• Publication	1%
• epubs.scu.edu.au	
• Internet Source	1%

Namita Rajput, Urvashi Sharma, Baljeet Kaur, Prabha Rani, Korakod Tongka chok, Venkata Harshavardhan Reddy Dornadula."Current global green marketing standard: changingmarketandcompanybrandingInternationalJournalofSystemAssuranceEngineeringand Management,2022

ii. SECONDARY DATA:

We collected secondary data from publications and websites.

Search engines can be used to find terms like "paper industry environmental initiatives," "paper industry sustainability," and "green marketing in India."

Industry reports: Reports on India's green marketing scene can be found on the websites of the Indian Paper Mills Association, the Confederation of Indian Industry, and other relevant organisations.

Websites of the companies: By visiting the websites of Indian paper makers, you can learn more about their green marketing techniques. For example, information about ITC Paperboard's green marketing tactics and commitment to sustainability may be found on their website.

FINDINGS :

1. low overall awareness- A significant portion of surveyed HR professionals and organizations have a limited understanding of green recruitment and selection practices, indicating a low baseline awareness.
2. positive attitudes towards green practices- Despite low awareness there is a generally positive attitude towards integrating sustainability into HR practices once the practices once the concepts are understood.
3. Carbon-Neutral hiring processes- Organizations striving for carbon neutrality will seek to reduce the carbon footprint of their recruitment and selection processes, which may include virtual interviews and sustainable travel options.
4. Cost Savings: Energy-efficient practices, such as remote interviews and digital document management, reduce costs associated with travel, printing, and physical resources.

SUGGESTIONS :

1. Raise Awareness: Start by educating your organization about the importance of green recruitment and its benefits, including cost savings, improved corporate image, and reduced environmental impact.
2. Implement Sustainable Practices: Incorporate eco-friendly practices into your recruitment process. Use digital communication and online assessments to reduce paper usage and travel. Consider virtual interviews instead of in-person meetings when feasible.
3. Promote Remote Work: Encourage remote work options to reduce the need for community, which can help lower carbon emissions and save resources.
4. Collaborate with Environmental Organizations: Partner with environmental organizations or industry associations that can provide guidance and best practices for green recruitment.

Green recruitment and selection in your company's mission, vision, and corporate culture. Demonstrating leadership in sustainability can attract environmentally conscious talent and customers.

FUTURE SCOPE :

Green recruitment and selection practices in IT companies can yield several future benefits:

1. Environmental Sustainability: Adopting green practices in recruitment and selection can help IT companies reduce their carbon footprint by hiring candidates who are committed to sustainability and environmental awareness. This can contribute to the company's overall sustainability goals.