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TO STUDY THE SIGNIFICANCE OF GREEN HR PRACTICES ON ORGANISATION AND ENVIRONMENT

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ABSTRACT :

Not long ago, sustainability became interwoven with business strategies which gradually led to the emergence of Green Human Resource Management (Green HRM). This paper examines the impact of Green HR practices on the organizational performance & environmental sustainability of business firms. Green HRM as an eco-sensitive strategy combines the disciplines of human resource management with environmental management. It includes paperless recruitment, green training, participation of employees in environmental programs, & the care of the environment.

The major aim of this research is to evaluate the effects of Green HR practices on organizational efficiency, staff morale, & corporate reputation on one hand contribution to eco-friendliness on the other hand. The study's findings, achieved through survey-based primary data collection from HR staff & employees, supplemented with literature review, clearly demonstrate that green HR practices have a significant impact on organizational performance.

Keywords: Green HRM, sustainability, environmental management, organizational performance, eco-friendly HR practices, employee engagement

Introduction

As a response to new issues like climate change, resource depletion, & pollution, many businesses around the world are looking to adopt sustainable practices. In any organization, the Human Resource Management function (HRM) has a particular responsibility towards sustainability in the environment at any organizational level. This has given rise to Green Human Resource Management or Green HRM, an innovative practice that incorporates environmental consideration into HR policies & plans.

Like any other business function, HR has its traditional subunits. These include recruitment, training & development, performance appraisal, & engagement. All new processes or activities relevant to each unit should encourage 'greening' so that employees adopt a green culture in everyday actions within & outside their workplaces. From sustaining telecommuting or paperless operations to training employees on sustainability & recognizing green contributions, Green HR practices help mold organizations towards achieving eco-efficiency.

This study aims to examine the impact of Green HR practices on both organizational & environmental domains. Specifically, it seeks to look into the effect of adopting Green HR practices on organizational performance, employee satisfaction, & brand reputation.

Objectives of the Study

The primary aim of this study is to examine the significance & impact of Green Human Resource (HR) practices on both organizational effectiveness & environmental sustainability. This study is based on primary research conducted through structured questionnaires & interviews with HR professionals, managers, & employees from various organizations.

The specific objectives of the study are as follows:

1. To identify the extent to which Green HR practices are adopted across different organizations.
2. To examine the awareness & perception of employees & HR professionals regarding Green HRM initiatives.
3. To analyze the impact of Green HR practices on organizational performance, including employee productivity, cost-efficiency, & corporate image.

Literature Review

Green Human Resource Management (Green HRM) is an emerging field that integrates environmental management into HR policies & practices to promote sustainability in the workplace. Over the past decade, researchers have explored how organizations can implement eco-friendly practices through HR functions such as recruitment, training, performance management, & employee engagement.

Jackson et al. (2011) provided a foundational understanding of Green HRM by emphasizing the alignment of environmental sustainability goals with HR strategies. They argued that Green HRM is critical in achieving long-term sustainability & must be embedded within an organization's core functions.

Renwick, Redman, & Maguire (2013) further developed this argument by reviewing HRM systems & categorizing specific green practices such as green recruitment, green training, & green reward systems. Their research suggests that a systematic integration of green practices into HR leads to improved organizational performance & employee behavior aligned with environmental objectives.

Jabbour (2013) conducted an empirical study in Brazilian firms & found that environmental training enhances the maturity of environmental management systems. The study highlighted the role of HR in fostering environmental innovation & compliance.

Daily & Huang (2001) earlier noted the importance of employee involvement in sustainability initiatives. Their work showed that when employees are empowered & trained on environmental matters, organizations tend to perform better both environmentally & operationally.

Mandip (2012) & Singh & Pandey (2020) explored the importance of commitment to sustainability from an HR perspective. Their studies underline that organizations that integrate green values in people management practices are more likely to experience long-term benefits like improved reputation, cost-efficiency, & employee satisfaction.

Recent studies by organizations like the Society for Human Resource Management (SHRM, 2020) & Chartered Institute of Personnel & Development (CIPD, 2019) emphasize practical applications of Green HRM. These include the use of digital tools to reduce paperwork, promoting remote work, & fostering a green culture through continuous communication & engagement.

Moreover, insights from Harvard Business Review (2021) suggest that companies adopting sustainable HR strategies not only contribute to environmental conservation but also enhance their employer branding & competitive advantage in the market.

Research Methodology

The research methodology outlines the systematic approach used to conduct the study, collect data, & analyze the results. This study adopted a quantitative research design with primary data collection to assess the adoption, awareness, & impact of Green HR practices in various organizations.

1. Research Design

The study follows a *descriptive research design*, aimed at collecting factual information on the prevalence of Green HR practices, understanding employee & HR professional perceptions, & evaluating the organizational outcomes associated with such practices.

2. Type of Research

The research is primarily *quantitative in nature* & uses *primary data collection* methods to fulfill the research objectives.

3. Data Collection Method

Primary data was collected through a *structured questionnaire* comprising both multiple-choice & Likert-scale-based questions. The questionnaire was designed based on three core objectives:

- Adoption of Green HR Practices
- Awareness & Perception of Green HRM
- Impact of Green HR on Organizational Performance

The questionnaire was shared online & responses were recorded digitally to ensure accuracy & ease of analysis.

4. Sampling Technique

A *convenience sampling* method was adopted, targeting employees & HR professionals from various industries & organizational backgrounds. This technique allowed quick access to respondents who were readily available & willing to participate.

5. Sample Size

The sample size for the study was *50 respondents* from diverse organizations, including both public & private sector entities.

6. Data Analysis Tools

The collected data was analysed using *basic statistical methods* such as frequency distribution & percentage analysis. The results were interpreted with the help of tables to provide clarity & relevance to the research objectives.

7. Scope of the Study

This research is limited to:

- Organizations that have implemented or are aware of Green HRM practices.
- Employees & HR professionals who provided their insights on Green HR policies & their outcomes.

8. Limitations of the Study

- The study is limited by the sample size (50 respondents), which may not be fully representative of all industries.
- The data is based on self-reported perceptions, which may carry inherent bias.
- The convenience sampling method might limit the generalizability of the findings.

Data Analysis and Interpretation

Q1. Which of the following Green HR practices are implemented in your organization?

(Multiple responses allowed)

Particulars	No. of Respondents	Percentage (%)
Paperless recruitment process	32	64%
Green training & awareness programs	26	52%
Energy-efficient office policies	30	60%
Use of digital HR tools to reduce paperwork	35	70%
Recycling & waste management systems	28	56%
Remote work or hybrid work options	22	44%
None of the above	4	8%

Interpretation:

The use of digital HR tools (70%) & paperless recruitment (64%) are the most frequently adopted Green HR practices. Other common practices include energy-efficient policies (60%) & recycling systems (56%). Only 8% of organizations have not adopted any green initiatives, indicating that most have at least some sustainability focus in HR functions.

Q2. To what extent do you think your organization is committed to environmental sustainability through HR policies?

Particulars	No. of Respondents	Percentage (%)
Very High	8	16%
High	14	28%
Moderate	18	36%
Low	7	14%
Not at all	3	6%

Interpretation:

A total of 80% of the respondents believe that their organization is at least moderately committed to green HR practices, with 16% rating it very high. However, 20% still feel the commitment is low or absent, showing that some companies need to strengthen their environmental efforts.

Q3. How familiar are you with the concept of Green HRM?

Particulars	No. of Respondents	Percentage (%)
Very familiar	10	20%
Somewhat familiar	20	40%

Heard of it, don't know much	12	24%
Not familiar at all	8	16%

Interpretation:

While 60% of respondents have at least some familiarity with Green HRM, only 20% are very familiar with the concept. There is a notable portion (40%) with limited to no understanding, indicating a need for increased awareness & education.

Q4. In your opinion, how important is it for HR departments to implement environmentally friendly practices?

Particulars	No. of Respondents	Percentage (%)
Extremely important	22	44%
Important	16	32%
Neutral	8	16%
Less important	3	6%
Not important at all	1	2%

Interpretation:

A combined 76% of the respondents believe that implementing green practices is important or extremely important for HR departments. This shows a strong positive perception & supports the push for sustainable initiatives in HR.

Q5. Do you receive any training or communication related to environmental sustainability at your workplace?

Particulars	No. of Respondents	Percentage (%)
Yes	27	54%
No	23	46%

Interpretation:

More than half of the respondents (54%) receive green training or communication at their workplace, while 46% do not. This indicates that while some organizations are actively promoting green awareness, many still lack internal communication regarding sustainability.

Q6a. To what extent have Green HR practices contributed to **employee productivity**?

Particulars	No. of Respondents	Percentage (%)
1 (No Impact)	2	4%
2	4	8%
3	18	36%
4	16	32%
5 (High Impact)	10	20%

Interpretation:

A total of 52% rated the impact of Green HR on employee productivity as moderate to high (4 or 5). Only 12% observed little to no impact. This suggests a generally favorable link between green practices & employee performance.

Q6b. To what extent have Green HR practices contributed to **operational cost-efficiency**?

Particulars	No. of Respondents	Percentage (%)
1 (No Impact)	3	6%
2	5	10%
3	17	34%
4	15	30%

5 (High Impact)	10	20%
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Interpretation:

50% of the respondents rate the impact of Green HR practices on cost-efficiency as moderate to high (4 or 5). This indicates that many believe sustainable HR practices lead to better financial efficiency.

Q6c. To what extent have Green HR practices contributed to **organizational reputation/image**?

Particulars	No. of Respondents	Percentage (%)
1 (No Impact)	1	2%
2	3	6%
3	10	20%
4	20	40%
5 (High Impact)	16	32%

Interpretation:

72% of respondents believe Green HR practices positively impact their organization's image, with 32% rating the impact as very high. This highlights the value of sustainability in enhancing brand reputation & corporate social responsibility.

Q7. What do you think is the biggest benefit of adopting Green HR practices? (**Open-ended responses summarized**)

Particulars	No. of Respondents	Percentage (%)
Promotes sustainability/environment care	18	36%
Cost savings	10	20%
Enhances employee morale/engagement	8	16%
Improves company image	9	18%
Reduces waste & improves efficiency	5	10%

Interpretation:

Respondents identified environmental care (36%) as the top benefit of Green HR practices, followed by cost savings (20%) & enhanced company image (18%). These responses reflect both ethical & practical motivations behind adopting sustainable HR strategies.

Findings

This section presents the key findings derived from the primary data collected through a structured questionnaire, based on responses from 50 participants across various organizations. The findings are organized according to the objectives of the study.

- A majority of organizations have implemented *digital HR tools* (70%) & *paperless recruitment processes* (64%), reflecting a shift towards technology-driven sustainable practices.
- Around 60% of respondents noted the use of *energy-efficient office policies*, & 56% reported the presence of *recycling & waste management systems*.
- Only 8% of the respondents reported that *no Green HR practices* are adopted in their organization.
- Regarding the overall commitment to environmental sustainability through HR, 36% rated their organization's commitment as *moderate*, while 44% believed it to be *high or very high*, indicating a significant level of green integration in HR policies.
- 60% of respondents were at least *somewhat familiar* with the concept of Green HRM, while 16% were not familiar at all.
- A strong 76% of participants viewed green HR initiatives as *important or extremely important*, suggesting a positive perception toward sustainable HR practices.
- 54% of respondents reported receiving *training or communication* related to environmental sustainability at their workplace, indicating efforts in employee awareness & engagement.
- Regarding *employee productivity*, 52% of respondents reported a *moderate to high impact* of Green HR practices.
- In terms of *operational cost-efficiency*, 50% observed *positive outcomes*, indicating that sustainable practices may also contribute to cost reductions.

- 72% of respondents perceived that Green HR practices had a *positive impact on their organization's image & reputation*, emphasizing the role of green initiatives in strengthening brand identity & corporate responsibility.
- The open-ended responses highlighted that the *biggest perceived benefits* of Green HR practices were *promoting environmental sustainability* (36%), *cost savings* (20%), & *enhancing company image* (18%).

Conclusion

The goal of this particular research was to investigate the value of Green Human Resource Management practices (Green HRM) and their influence on organizational performance, as well as environmental conservation. After the initial investigation, which included 50 organizations, many pertinent conclusions were drawn.

First and foremost, the results demonstrate that eco-friendly human resource practices are being more widely applied (specifically in the areas of digitalization & energy conservation). Human Resources has started using eco-friendly technologies through processes like recruitment by ensuring a paperless office & using recyclable materials.

Moreover, there is a solid level of understanding amongst employees and HR regarding the Green HRM. The attitudes towards these practices are more favorable than unfavorable, where a majority considers that green initiatives taken by the HR department is crucial for the organizational development. Still, some employees remain ignorant or unpersuaded, implying that more orientation and awareness programs are needed.

Lastly, the case study disproves the common assumption that Green HR practices serve only as an initiative to be ticked off, having no real effect on the values of productivity, operational costs, and employee collaboration. A good number of interviewees highlighted the advancements that eco-friendly HR activities have brought to the organization in terms of employee performance, cost effectiveness, and teamwork.

In conclusion, Green HRM is not just a trend but a strategic imperative that benefits both the organization & the environment. The integration of sustainability into HR functions enhances employee engagement, boosts organizational performance, & strengthens the company's commitment to corporate social responsibility. As awareness continues to grow, it is expected that more organizations will incorporate Green HR practices into their core policies & operations.

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