

Green HRM: A Conceptual Study

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ABSTRACT

Whole world are moving to globalization in conjunction with industrialization which increases business output, technology and different business activities. This doesn't solely will increases human suitableness, however conjointly increases standard of living. But it also come with a price, increases ecological peril that resulted ecological menace to human being. This study is focused on the concept of green HRM and how various elements like green recruitment, green selection, green training, green reward & counseling, green competency assessment of employees have effect on interrelated functions within organization and the contribution of green initiative taken by various companies for well being of both environment and society.

1. Introduction

A green human resource management (GHRM) initiative is an important factor in forward-thinking commercial enterprise around the whole world. Organisations are taking green initiative in their business operations for sustainability of organization & also using HR strategies to create eco-friendly products and services for society. Setting organisation's objective parallel to HRM for sustainability of business is known as green human resource. The practices of human resource is aligned with organizational strategy to live with culture and business objectives. (Boselil, 2001). Green HR achieves organizational objectives utilizing HRM practices (Jabour, 2013). Green HR practices helps in building employee engagement, better productivity and create sustainable business (Meilyy and Susanti, 2013)

2. Literature Review

Green HRM

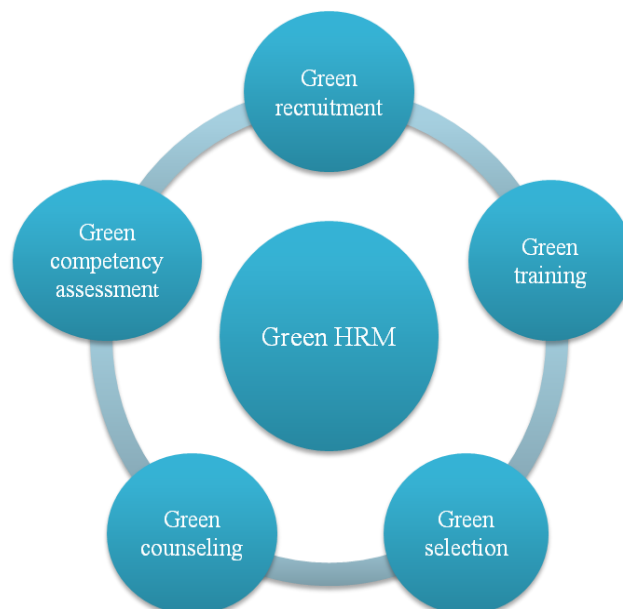
Green HRM is not only focused on environmental awareness but also focused towards the sustainability in economy and society too. There has been various definition given by different author Green HRM is directly responsible in creating green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and forward-moving the firms human capital (Mathapati, 2013). Green HRM is the application of HRM policies to encourage the long-term sustainable use of the resources within organizations and toelevate the factors of environmental sustainability more predominantly (Marhatta & Adhikari, 2013). (Daily and Huang,2001) came forward with EMS-HR (environmental management system) conceptual model which could help organisation in strategically implement the environmental management programs.

Pandey, S., Viswanathan, V., & Kamboj, P. (2016) conducted a study to find out the factors affecting Green HRM practices in an organisation, and it was interpreted that employee perception and organisation culture are key factors.

Green practices in HRM

In their study Renwick, Redman, and Maguire's (2008) brought forward all-inclusive compartmentalization of Green HRM practices that can be clearly understood, starting at the point of an employee's organizational ingress and proceed until the point of the employee's egress. A company can be efficient, convenient and ecological by adopting green practices. Some eco-friendly solutions to stay green are as follows.

- Turn off computers, printers and other electronic accessories after use.
- Training on waste management.
- Paper less documentation.
- Online recruitment, selection and training.
- Reduce business travel by video conferencing.
- Reward employees on basis of green practices.
- Usage of public transport.
- Green manufacturing



3. Elements of Green HRM

Green recruitment: Traditional method of recruitment is very slow and costly but now organizations just have to give advertisements through online sites and recruitment process is over easily. This method is cost efficient, ease-to-assess, wide reach and very fast. In his study Frank (2003) acknowledged the association between the perception of employee and ethics of company and found that employees are very much interested to work in eco-friendly companies. A study by (Bauer & Aiman Smith 1996) found that employees are buoyant to work in organisation or firm where green practices are promoted due to the pro-environmental conduct. A study was conducted by (Ahmand 2015; Jackson et al. 2011) providing insight on Green recruitment and selection (GRS) which is been viewed as an significant element in GHRM practices

Green training: Green management training must be conducted in organization. Training can be given through AV presentation or case study. organization should use more e-copy rather than handouts to reduce the use of paper. Sarkaris (2010) suggested that employees presented better after training on environmental training

programme. Daily (2007) pointed that Green training will help the employees to identify the challenges of green HR principles. Obaid et al (2015) conducted a study on impact of green training and learning on the performance factor of organisation.

Green selection: Green selection is selecting the candidates who know and can perform green practices in/for organization. The selection can be performed through online test and interview.

Green competency assessment: A candidate can be appraised based on the the 360 assessment of his/her performances. Jabbar (2012) scrutinized that human dimensions impacts the organisational performance as well as environmental management system (EMS).

Green counselling & reward: Top tier management can give reward to employees for their effort towards environment sustainability. And employees can be given counselling on how can they improve and implement green practices.

Green initiatives of companies in India

Company	Green practices
Reliance Industries Limited (RIL)	Investment in Algae to Oil and Jatropa-based biodiesel
McDonald's India	Reduction in energy consumption & Control over animal products
Dell India	Recycle and safe disposal of Electronic equipments
Google India	Energy sustainability
LG India	OLED TV(Eco-mode)
Wipro	Eco-friendly infrastructure
HP India	100% Recyclable products
ITC	Waste recycling
Ashok Leyland	Usage of wind energy and use of Hythane(CNG with 20% hydrogen) engine

4. Conclusion

Today, Organization are focused towards maximizing profit and take up environmental responsibilities. But society has higher acceptance for organisation that highly focused

towards environment. Green HRM is a concept that aims at business sustainability and every business firms must have concern towards the future of environment.

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