

# GHRM IN BUSINESS ENVIRONMENT- PERSPECTIVE OF HR PROFESSIONALS

Sonam Yadav<sup>1</sup>, Dr. Anindita Chatterjee Rao<sup>2</sup>

<sup>1,2</sup>Manav Rachna International Institute Of Research And, Studies Sector-43 Aravali Hills, Surajkund Road  
Faridabad-121004, Haryana.

E-mail: sonam091089@gmail.com<sup>1</sup>, Aninditafms@mriu.edu.in<sup>2</sup>

Received: 14 March 2020 Revised and Accepted: 8 July 2020

**ABSTRACT:** Practicing the GHRM (GHRM) in organizations influences the workforce and creates a healthy environment within. There are considerable numbers of companies having history of dumping wastage. But now a day's there are significant number of organizations practicing GHRM globally. GHRM refers to the policies, practices and structure that makes employee of the organization green for the benefit of the society and as well as individual too. It includes environmentally HR practices and preservation of knowledge capital. GHRM is the advance version of HRM policies and practices.

## Objectives of the study:

1. To develop a basic understanding about GHRM.
2. To study the influence of HR practices on sustainability.

HR managers play a vital role in fostering GHRM practices. The responsibilities of HR professionals are not only limited to manage, retain develop in the organization, but to recruit right person at right job, train them retain and develop them. HR managers have to motivate employees to participate in the promotion of GHRM practices in the organization. To manage a certain level we should avoid depletion of natural resources and save it for the future generation. Companies are implementing EMS [ environmental management system] for better utilization of resources.

**KEYWORDS-** GHRM, HR practices, sustainability, HR professionals, EMS.

## I. INTRODUCTION

GHRM is environmental buzzer to awake those organizations which don't want to contribute in the environment. Adopting GHRM also influencing hire process, as it attracts potential young employees with greater awareness towards environment. Employees also check the environmental ratings, while they can use in a positive way to succeed in selection interviewing. Inclusive GHRM at workplace will not only have economic benefits but will also help company to earn social benefits. For instance, it would help organizations to build a better public image, it would enable them to attract versatile and responsible employees, to achieve improved productivity of employees at work, it would enable firms to make sustainable use of resources for better future, it will help to reduce degradation of environment, firms can claim higher tax benefit, it would lead to higher business opportunities etc. EMS is a system and database which integrates procedures and processes for training of personnel, monitoring, summarizing and reporting of specialized environmental performance information to internal and external stakeholders of the firm. By implementing EMS companies increase their operating efficiency and reduce environmental impact and save resources for the future generations. Some of the people have never heard about GHRM and some do not know the meaning of GHRM. Main objective of this paper is to create basic understanding about the concept of GHRM and make people as well as firms aware about GHRM and help them to implement GHRM at respective workplaces.

There are various GHRM practices for example- reducing wastage, adopting green lifestyle, electronic GHRM, better public image, better utilization of resources, lesser pollution etc. But behind this main effort to understand the concept of GHRM is by HR professionals. Since they are the key personnel who can implement the concept of green at work. They play a crucial role in promoting GHRM. They indulge in every process that takes place in any organizations. Many big organizations came forward to contribute in promoting GHRM. People are now more concerned about the environment and keep contributing towards it. There are many ways to sustain our resources for the future like car sharing, lesser usage of paper, lesser wastage, and better utilization of the resources. Resources preservation for the future generation is the need of the hour according to the current scenario of depleting resources over the world and degrading environment. Going green is mandatory for all the

organizations so that the earth can breathe and environment becomes sustainable. It is a social responsibility of each and every person and an individual alone cannot bring this change. Thus, it is quite possible that with the help of proper HR policies and adopting effective sustainable development policies, going green will no longer be difficult task for the firms.

Reduction in degradation of natural resources is necessary since it would help to save resources as well as environment for the future generation. Effective utilization of resources is necessary so that wastage is reduced. Working towards the GHRM helps to hold the top employees that can be beneficial to the organization. HR professionals play an important role in implementation of GHRM practices. They face many challenges while implementing GHRM practices. Not everyone is concerned about environment so in these critical conditions it is a tough task for HR professionals to make people aware about green. Corporate social responsibility(CSR) and sustainability is a key element of GHRM. Sustainability means better utilization of the resources and save it for the future. On the other hand, corporate social responsibility inclusive of green policies is a promise towards the conservation and protection of environment. Through adopting the green lifestyle, we provide a better future for the next generation and create a healthy environment. Firms can rely on the implementation of E-HRM in their working ways, so as to make GHRM a successful venture. It would help to conduct online interviews, video conferencing etc. The employees should be trained and encouraged to go green at workplace as well as they should be encouraged to adopt green lifestyle in their personal lives too. Employees should be given benefits like appraisal, employment motivation; it would encourage them to be more adaptive to green practices. Firms can recruit employees which are more concerned towards environment. Making workplace green should be made a mandatory set of CSR.



GHRM is a combination of CSR and sustainability. In GHRM effective utilization of resources is possible and it is a responsibility of every firm to make contribution to the environment. These three are interconnected with each other. India is the first country in the world to make CSR mandatory.

**II. LITERATURE REVIEW**

Adopting GHRM would help to reduce the cost of organizations and also it will not lead to lose their top talent and also it would make their employees more conscious and aware towards environmental changes (Kulshreshtha& Shrivastava, 2018).

Digitalization can help to induce GHRM in much better ways as digitalization can help to reduce office filing works and also it would ensure transparency in work and administration. Everyone should be informed about the benefits of green HRM (Arvind & Mohana, 2017).

There was a need to adopt concept of sustainable development as the human activities were leading to progressive degradation of natural environment which is caused by human exploitation. The main objective of GHRM to develop a sense of ecological sensitivity in employees (Bombiak&Kluska, 2018).

Training of employees plays a critical role in preventing and reducing waste (Menon, 2016).

In Germany all the employees receive training for environmental protection at SIEMENS (North &Diag, 1996).

Employees are more satisfied and happier at work if they somehow add to working in that organization adds to their profile. And, the recent trends show that employees appreciate organizations' steps to protect the environment (Singh &Panaser, 2019).

Green training is important as it aims to improve awareness of employees and it increases knowledge of employees on environmental issues. The key HR practice for promoting environmental behaviour is performance management (Peerzadah, Mufti, & Nazir, 2018).

Relative competitive amongst staff is required for implementation of green practices at workplace and such competencies should be continuously developed and should be applied effectively (BombiakE. , 2015).

Use of internet technologies in administration support of HR functions in any organizations is termed as E-HRM. Companies like Wipro, HCL technologies, IndusInd bank, Tata Metaliks etc. have been successful in implementing E-HRM (Yuosoff, Ramayah, & Othman, 2015).

Green recruitment, green rewards and compensation, green training, green safety and health management, green life to work balance leads to employment satisfaction of employees at workplace (Kamaruddin, Ahmad, Omar, Mat, & Salleh, 2018).

There is a growing need of improvement of HRM and sustainable development as well as to scrutinize the existing gaps in the field of GHRM, in order to improve green practices at workplace (Shahriairi&Hassanpoor, 2019).

Green HRM means incorporating green practices and practices for sustainable use of resources at workplace, which reduce wastage, improve job attitude, reduce costs, improve employee performance which ultimately reduce carbon footprints through implementation of green practices (Bangwal & Tiwari, 2015). Adoption of Green practices done through car-sharing, job-sharing, by means of Tele-conferencing, recycling, online interviewing, energy-efficient office space (Marhatta & Adhikari, 2013).

It Assert that there is high need for amalgamation of HRM and environment management as it is now not only desirable but also need of the hour (Fayyazia, Shahbazmoradib, Afshare, & Shahbazmordic, 2015).

According to them Green is relevant in terms of description of nature and in deeper sense it means preservation and protection of environment. The success of Environment management requires performance management, which can be done through indicators like green audit and information system. This study shows that firms which adopt GHRM have more socially responsible attitude and help in developing sustainable environment (Cheema & Javed, 2017).

Ability-motivation opportunity theory which asserts values and good outcomes of the action. This theory identifies critical area of HRM which can influence outcomes of Environment Management (EM). These outcomes can be in terms of reduced costs, lesser wastages, and increased productivity of employees (Renwick, Redman, & Maguire, 2013) .

Embraces the Green HRM would reduce the negative impact on environment by organizations. The tools of GHRM are powerful in making operations of organizations green. It also helps in efficient management of risk and develops green culture within the organizations. The paper concludes that organizations now focus on profit maximization as well as on environmental obligations and the organizations with better environment management strategies have higher acceptance in the society. It asserts that higher focus on greener practices will lead to higher acceptance (Chowdhury, Sanju, & Asaduzzaman, 2017).

Various challenges that any organization faces in adopting GHRM which are:

- 1) Understanding the scope and death of GHRM
- 2) To create and maintain sustainable development
- 3) It is tough to change employee behaviour as all employees are not equally motivated (Arjulah, Opatha, & Navartane, 2015)

Greening of environment can only be done by implementing more innovative practices which can help in environment management. He also suggests the following steps for better green practices:

- 1) Limiting the carbon emissions from vehicles etc.
- 2) Managerial level employees to be trained to implement green practices.
- 3) Financial initiatives for adopting greener practices by employees.
- 4) Reduced business travel and explore opportunities for alternative energy sources. (Dhingra & Dr. Padmavathy, 2019).

Scrutinize the increased environment management practices at organizations is because the natural environment is being viewed as a pillar of CSR. It is further seen that motives to engage in environmental CSR provide organizations with advantages like enhanced reputation, Expectations of the customers; it also helps in developing stronger networking partners (Babiak & Trendafilova, 2011).

By strengthen green behaviour in organizations, it is important that employees should adopt green behaviour not only at workplace, but also in private life. For better green HR practices, any organization should pay attention to its employees, as for any organization its employees are its key for success (Muster & Schrader, 2011).

The paper Suggests that the employees should be trained with foundational skills like to teach them to collect waste data, to raise eco-literacy level, they should be encouraged to participate in environment friendly practices. Employees should be prepared to accept the changes and challenges at workplace. The employees should be perked with green rewards and compensations. A conceptual framework should be designed to make workplace go green (Jabbar & Abid, 2015).

The importance of sustainable development is increasing in developed and in developing countries. The need for good business practice has raised the demand to follow green practices at workplace. As a result, the concern of going green in organizations has increased in recent times. The concept of Green HRM arose from green movement, which aimed at sticking to green ideologies including ideas like ecology, sustainability, conservation of resources etc. It was found that employees are more willing to work with the organizations which are more socially and environmentally responsible, it adds to any organization's reputation, and also results in higher employment engagement. Moreover, 'Green' is now considered as an important and distinct tool in recruitment and retention of employees. Also HR practice such as training and development, reward system, compensation management are also concerned with protection, safety and responsibility for environment management (Sharma & gupta).

Various reasons for adopting green HR practices, some of them are like better workforce, improved environmental performance of organizations, inspired workforce for better problem solving. The essential condition for green HR are- greener attitude, green competencies and behaviour (Swathy & Madan, 2016).

### **III. RESEARCH METHODOLOGY-**

The research is totally based on secondary data. The data is collected from various research papers, articles, interest, websites, reports etc.

#### **Various Challenges in implementing GHRM**

1. People are less concerned about environment, wastage and pollution.
2. Cost will be increased in beginning.
3. Less trained employees in operating computer.
4. It is not possible to reach every person.
5. People take less initiative for GHRM.

#### **Benefits of GHRM**

Various benefits of GHRM as follows-

1. Lesser wastage
2. Lesser pollution
3. Carbon reduction
4. Cost reduction
5. Increased productivity
6. Increased employee moral

7. Higher CSR and sustainability
8. Increased rapport of Firms
9. Increased social benefits to organizations

**Limitations of GHRM**

These are some limitations of GHRM-

1. Extra cost for switching to Go Green
2. Lesser options and alternatives
3. Data loss risk
4. Lower seriousness towards environment
5. Less initiatives by employee

**IV. RECOMMENDATIONS**

1. Employees need to be trained for green initiatives.
2. Organise events for employees like health fair, brainstorming sessions and ask them for green suggestions.
3. Congratulate employees in public and ask them to make people more aware about GHRM.
4. With the help of media as it will reach more public and people easily understand about the concept.
5. Government should to provide tax reduction and subsidy to those organizations who implement GHRM practices.
6. An employee needs to be trained in operating computer so that they easily done their work from home in emergency and it also reduce travelling and paper.
7. Companies also introduce the point rating system. More the employee taking green initiative more the point will be increased.
8. Corporate social responsibility will be mandatory for all the organizations.

**V. CONCLUSION**

On the basis of above study GHRM in business environment- perspective of HR professionals indicate the presence of HR professionals in making HR policies which are required for implementation of green practices at workplace in organizations. They play a vital role in the policy formulation and effective implementation of the policies. But it is not easy for HR managers to deploy GHRM at workplace without co-operation of employees. It also shows the pressure on HR professionals to save the organizations from future disasters. There are various challenges, benefits and limitations of the GHRM as we studied above. A Single person's effort would not help to achieve anything in terms of green practices at workplace so all the stakeholders including its employees, consumers, investors etc have to make effort to make it possible to attain sustainable development. Reduction in degradation is possible only when natural resources are effectively and optimally utilized by any organization. For better utilisation of resources and to save the environment, HR professionals have to be more focused on green strategies and government and people also should also make it possible by helping them. It is a dedication of all for saving the environment, which could help to achieve sustainable development in organizations. HR professionals should make necessary policies so which would help to achieve the objective of Go green. Encouraging employees towards adoption of green practices is one of the key determinants which can help in successful achievement of GHRM at workplace. GHRM should be made a key element of CSR, so as to make it more effective.

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