

Study of the Implication of Green HRM in the Existing HR Practices in Colleges

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Abstract

The incorporation of environmental management into Human Resource Management (HRM)-Green HRM-testing methodology is becoming increasingly important. Green HRM refers to HR activities that are geared toward environmental protection. Our research focused on GREEN HRM and its integration with established HRM activities in colleges. We've even concentrated on identifying the gaps in the use of green HRM activities.

The research was carried out in 18 colleges across India using a questionnaire that was distributed to the HR, office, and administration departments of the colleges to identify the gaps in the use of green HRM activities.

According to our findings, HR departments can inspire and enable workers to follow green policies, as well as have adequate preparation prior to implementing green initiatives. Employees should be encouraged to attend conferences, and presentations on various facets of environmental sustainability.

Introduction

Objective of the study

- Provide the college staff with a basic interpretation of green HRM.
- Attempts to propose any eco HR proposals.
- To study existing HRM Practices in colleges and its evaluation with Green HRM
- Other staff' major contributions to green HRM are highlighted.

GREEN Human Resource Management

The expression "green HRM" has recently become a buzzword in the corporate world, and its importance is growing exponentially with the passing of time. This word has also established itself as a hot subject in recent research studies, as public understanding of environmental sustainability and sustainable development has grown steadily around the world. Green HRM now encompasses not only environmental consciousness, but also the social and economic well-being of both the company and its workers in a wider context.

“What is Green HRM?” you might wonder. “Green HRM is the use of HRM strategies to encourage the sustainable use of capital within organisations and, more broadly, encourages the causes of environmental sustainability,” according to various scholars. GHRM is directly responsible for building a green workforce that recognises, appreciates, and practises green initiatives, as well as ensuring that the company's green goals are met in the HRM process of sourcing, hiring, educating, compensating, developing, and advancing the human resources. It refers to the strategies, processes, and programmes that make an organization's workers green for the good of the person, community, business and natural environment.

The human resources feature would become the driving force behind environmental sustainability by aligning the organization's activities and procedures with goals for sustainability and an emphasis on the environment. The HR strategy must be in sync. reflect and stimulate the HR team's and others' goals employees, as well as collaborating with,

- Organization Strategy
- Values and culture
- Address customer needs
- Meeting the emerging social trends
- Respond to Governmental rules
- Deliver Sustainable returns to investors

Objectives of Green HRM

Green HRM goals are derived by combining Environmental Management (EM) and Human Resource Management (HRM). The goals of Green HRM are concerned with ‘Green Dimensions’ of human resource management activities, as well as the art of cultivating a green community between employees and organisations. The goals of Green HRM are divided into four categories: personal, practical, organisational, and societal. Personal goals aid in the preservation of human capital and the creation of a win-win scenario that benefits the environment, the organisation, and the economy. Environmentally sustainable HR programmes are incorporated into the HR systems of recruiting and procurement, preparation and growth, performance assessment, rewards and benefit administration through Functional objective. The third goal, as an organisational goal, aids in the formation of a green team dedicated to advancing sustainability within a business. The fourth society goal focuses on raising people's social consciousness through value education, awareness campaigns, eco festivals, workshops, lectures, environmental audits, and environmental motivational programmes. In addition, Green HRM aims to instil an understanding of a sustainable world and encourages people to act toward greening their lives.

Need for GHRM

The last two decades of this century have seen a worldwide consensus on the need for a practical environmental protection strategy. This initiative was pursued because the harmful impacts of

various toxins, with toxic wastes being the main culprit, have been visible in the rapid deterioration and depletion of our natural resources. The first United Nations (International) Conference on Human Environment, held in Stockholm in June 1972, announced that defending and improving the human environment for present and future generations has become an urgent goal for mankind. Given the value of Asian economic growth for environmental management, there is a significant void in the Green HRM literature that needs to be filled in future studies. Scholars in management from all around the world are now examining different managerial strategies that can help accomplish the GHRM targets while also having a positive effect on the environmental competitiveness of the organization.



Functions of GHRM

GHRM is a manifesto that aims to develop a green workforce capable of understanding and appreciating a company's green culture. Such a green initiative will keep its green goals in the HRM process of sourcing, hiring, and training, as well as compensating, improving, and advancing the company's human capital. A company's Human Resource Department has the potential to play a major role in the development of a sustainability philosophy within the organisation. Human capital and its management are critical to the achievement of EM goals because HR processes play an important role in turning Green HR strategy into reality.

It must be understood that the convergence of ecology, the natural environment, and human resource management are emerging fields of rapid growth and thus lack a well-defined body of literature. Many HR processes must be compatible with one another in order for the company to fulfil its plan.

- **Green Recruitment**-Green hiring is a system that emphasises the role of the community as a main component of the enterprise. In addition, the hires are excited and, to some degree, passionate about working for a “green” organisation that is environmentally conscious. Companies will easily induct experts who are knowledgeable of environmental processes who are also familiar with basics like recycling, reuse, and building a more rational environment by recruiting applicants with a green bent of mind.
- **Green performance management**-PM is still being affected by the green surge, which may be a good thing. Green performance monitoring is concerned with the company's environmental concerns and policies. It also focuses on the application of environmental responsibility. To gather valuable data on environmental sustainability, several companies have implemented corporate-wide environmental performance criteria and Green information systems/audits.
- **Green training and development**-Green training and growth teach workers about the importance of EM, train them in energy-saving and waste-reduction techniques, raise environmental consciousness within the organisation, and create opportunities for employees to participate in environmental problem-solving. Employees are made aware of various issues and the importance of environmental sustainability by green T&D practises. The most critical HRM mechanisms that promote the implementation of environmental priorities is where they felt they were a part of environmental results. It enables them to adopt various recycling practises, such as waste control within an organisation. It further improves an employee's ability to cope with a variety of environmental concerns. Environmental preparation and education, as well as creating a favourable environmental atmosphere for workers where they feel like they are a part of environmental outcomes, were found to be the most significant HRM mechanisms that promote the accomplishment of environmental targets in a survey of managers on best management practises.
- **Green compensation**-Despite the fact that compensation and benefits encourage green projects in businesses, there will still be certain mistakes. Owing to the challenge of reliably and reasonably measuring environmental habits and results, developing successful monetary rewards can be difficult. Managers will foster green practises within workers by integrating aspects of green management into the pay package. Managers may also allow workers to bring new green proposals relating to their specific work, which can be incorporated into the year's goals by collective decisions. Receiving bonuses will be contingent on achieving these goals.
- **Green employee relations**-Employee involvement in sustainability projects improves green management by aligning workers' priorities, skills, motivations, and perceptions with green management policies and programmes. Employee involvement in EM has been identified to improve EM processes such as resource efficiency, waste reduction, and occupational emissions reduction. Social empowerment, according to some researchers, has a positive impact on competitiveness and success, as well as facilitating self-control, individual reasoning, and problem-solving abilities. Employee interactions should be broadened by instituting a recommendation scheme within the company, in which every employee, from

the top to the bottom, is given the chance to participate. This practise would aid in raising awareness of environmental challenges, as well as generating new ideas for environmentally sustainable activities from various outlets.

- **Green initiatives in HR-**In the long term, we can argue that the sustainability policies contained in the HRM manifesto are a part of corporate social responsibility. With the assistance of their human resources, companies are now adopting and incorporating sustainability policies into their agendas. Managers ensure that their HR department is using effective green human resource strategies. As an addendum to the argument, some scholars have indicated that in order to introduce an efficient corporate green management scheme in organisations, it is critical to encourage a great deal of technological and management expertise among all employees of the company. Organizations all around the world are integrating and trying to incorporate GHRM standards in order to achieve a strategic edge in the business world. Complete implementation and incorporation of GHRM in industry is not difficult, but it does necessitate a shift in management and employee attitudes toward current HR activities at the same time. One of the most important roles for HR environmental executives may be to advise line managers on how to achieve full workforce cooperation in enforcing environmental policy, which means HR could cultivate supporters and build networks of problem-solvers ready to move to improve the status quo.
- **Green building-**Organizations all over the world are increasingly choosing green buildings as their workplaces and offices over conventional offices. Green buildings meet some criteria for reducing the exploitation of natural resources used in their production, making the phenomenon very trend-setting. Green buildings also have several additional features related to green activities including energy conservation, solar energy, and storm water drainage. In recent years, there has been a rapid increase in the use of green buildings by businesses. The importance of green buildings in coping with environmental problems has become increasingly apparent in the corporate community. Because of their low cost of maintenance and engineering, green buildings also act as a forum for financial savings for businesses. Business behemoths such as Ford and PepsiCo are committed to sustainability and have incorporated green building architecture concepts into their structures. The adoption of company-wide environmental plans by Fortune 1000 businesses has raised demand for work space in green or sustainable buildings.
- **Paperless office-**The majority of office work is done on paper, but with the advent of IT, paper use has decreased. E-business and education have transformed workplace processes and practises, transforming them into paperless workplaces. The use of paper in the workplace is either limited or reduced by translating relevant official paperwork and other papers into electronic workflows. The activity significantly reduces paper use, as well as the costs of paper-related activities such as copying, scanning, and archiving, as well as the time spent looking for paper papers. In 2008, Jamie Garratt founded Idea Rebel, a Vancouver-based multimedia agency that is fully paperless (Borzykowski, 2013). Employees are emailed pay stubs, and notes are made on tablet computers and whiteboards at Idea Rebel. Designers are permitted to carry a pad of paper into the office, but they must return the pad to their

residence at the end of each day. Finally, we assert that minimising paper use directly conserves renewable resources, prevents emissions, and reduces water and energy waste.

- **Conservation of energy**-Energy conservation in the workplace has the potential to have a significant environmental effect. Offices around the world have adopted many energy saving programmes to reduce their environmental effects in order to offer more effective and environmentally sustainable facilities. HR programmes like e-HR are thought to be capable of assisting managers and staff in tracking their own carbon emissions. Organizations are now encouraging the widespread use of energy star-rated light bulbs and fixtures, which use at least two-thirds less energy than standard bulbs and fixtures.
- **Recycling and waste disposal**-Recycling is the process of converting discarded materials (waste) into fresh and usable products. Recycling helps to save raw materials that may otherwise be used to create new ones. As a result, this method saves electricity and decreases the volume of garbage dumped into landfills, resulting in a safer atmosphere and cleaner air. Several companies are introducing recycling programmes as part of their sustainability campaigns to maximise the volume of recycled materials and reduce waste. Several human resource experts have been tasked with developing corporate recycling systems and tracking workplace thermostats since the companies adopted the idea of saving resources but still focused on the atmosphere and sustainability. Many HR practitioners concluded as a result of the process that green projects were an important part of overall corporate social responsibility. To save the earth, the whole business community is reciting the ancient motto of the three Rs-Reduce, Reuse, and Recycle.

Review of Literature

- Based on the Save Earth Planet campaign, **M W Shaikh (Shaikh, 2014)** emphasised the importance of Green HRM. He discusses how Green HRM can assist employers and business owners in image branding and adhering to the Green Audit ISO 14000.
- **Shoeb Ahmad (Ahmad, 2015)** addresses the importance of building a connection between current HR policies and practises and Green HRM principles in order to achieve long-term sustainability. Green HRM, according to the report, will become a core business practise for a company if the HR department participates actively.
- **Opatha and Arulrajah (Arulrajah O., 2014)** discuss the importance of Green HRM and its ability to benefit individuals, culture, and industry, as well as various Green HRM attributes.
- Green HRM, according to **Mwita (2020)**, has a number of benefits, including attracting consumers and shareholders, as well as improving market efficiency through environmental sustainability. However, Green HRM is still a young and evolving area that requires more focus from researchers and HR practitioners.
- **Al Mamun (2019)** conducted research to determine the degree of knowledge of Green Human Resource Management among various levels of HR managers in various Bangladeshi organisations, and discovered that although the majority of HR managers are aware of the GHRM principle, they fall short in reality. According to the research, attending international

training, workshops, and workshops are important factors in raising awareness and putting it into practise in the near future.

- According to **Krithika et al., (2019)**, organisations all over the world are trying to introduce Green HRM activities in order to gain a strategic edge in the business world. According to this report, a full adoption of Green HRM necessitates a shift in current HR activities.

Hypothesis

H01 Green HRM is not very popular among college staff

H11 Green HRM is very popular among college staff

H02 Existing HRM practices in colleges are not pursuing Green HRM Principles

H12 Existing HRM practices in colleges are pursuing Green HRM Principles

Research Methodology

Scope of the study-

Data Collection-Primary Data, Survey method

Secondary Data: Research Papers, printed articles

Sample Size: 18 Colleges (Across India)

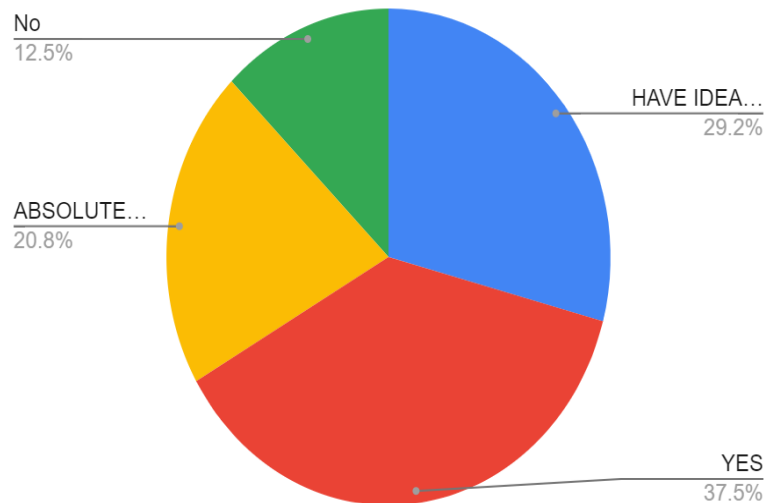
Methodology of Data Collection:

- Sampling Method: Random Sampling
- Data Analysis and Interpretation: Pie Graph

Data Analysis and Interpretation

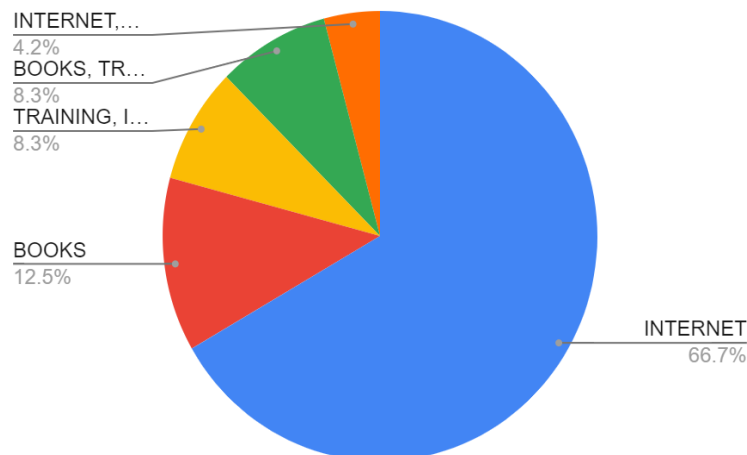
Questionnaire for Colleges

1. Is your college well-versed in the concept of green human resource management?



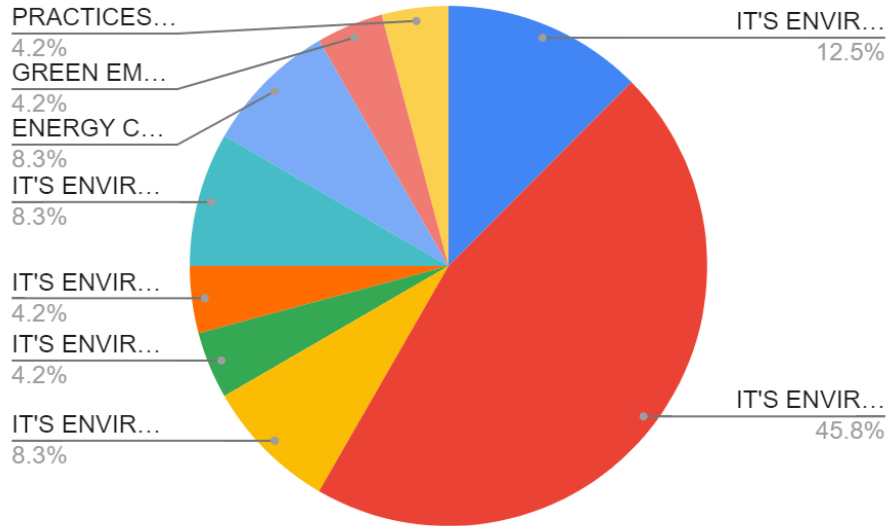
The above chart shows that 37.5% of the people are well-versed with the GHRM concept and 29.2% have some idea of GHRM.

2. What references did you use to learn about Green HRM?



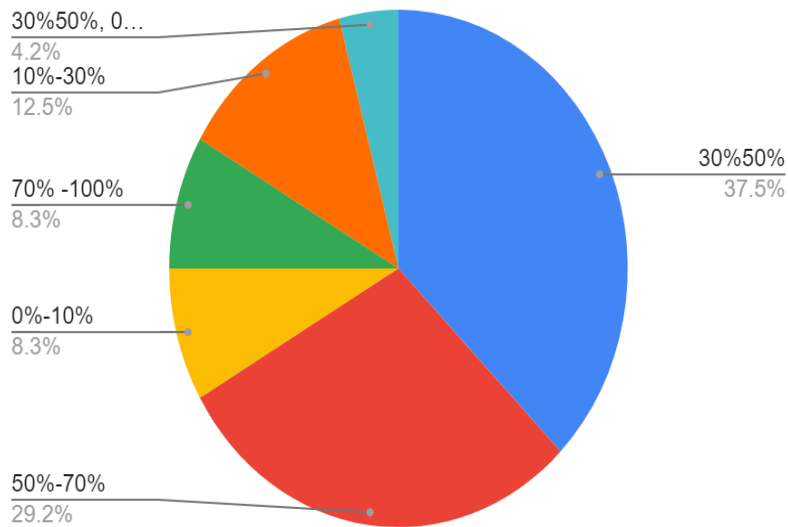
The majority of the people (66.7%) got the idea of Green HRM from internet and then 12.5% from books.

3. What are your thoughts on Green HRM?



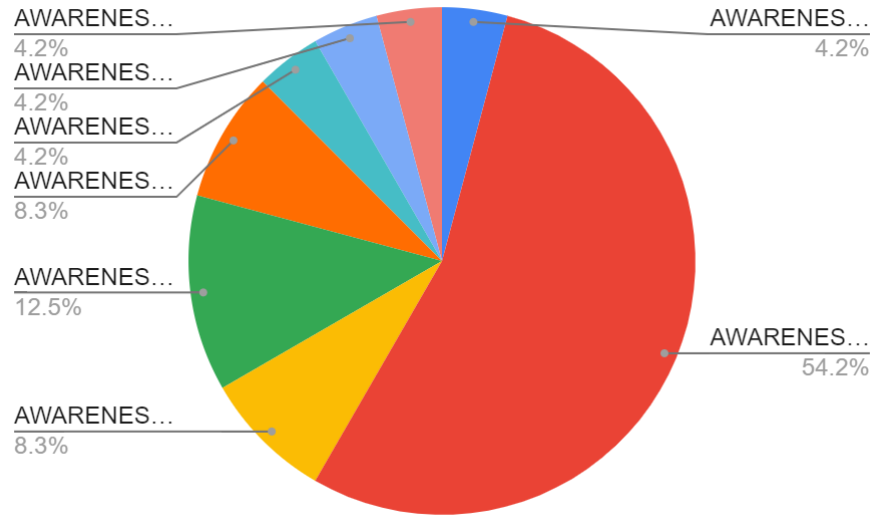
45.8% think that “its environment friendly”

4. How many of the college's staff are aware of green HRM practices?



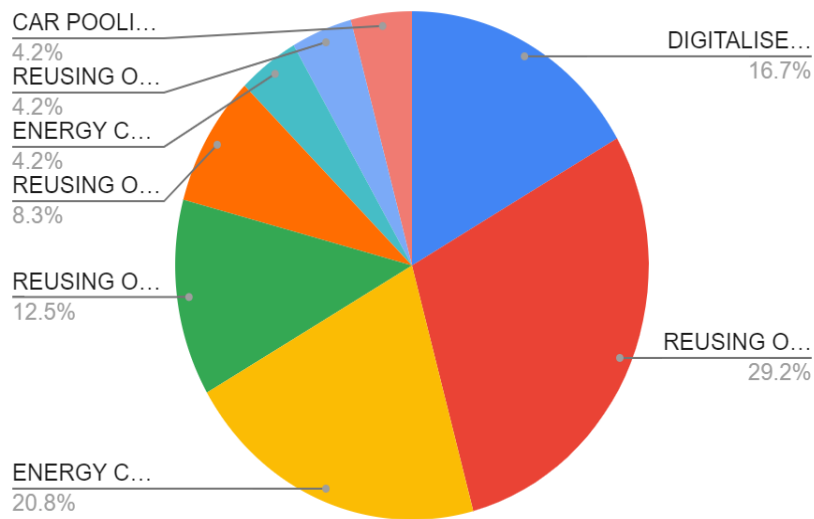
30%-50% people (37.5%) are aware of the GHRM and 50%-70% (29.2%) are aware of the GHRM

5. What methods does your college use to raise awareness for Green Practices?



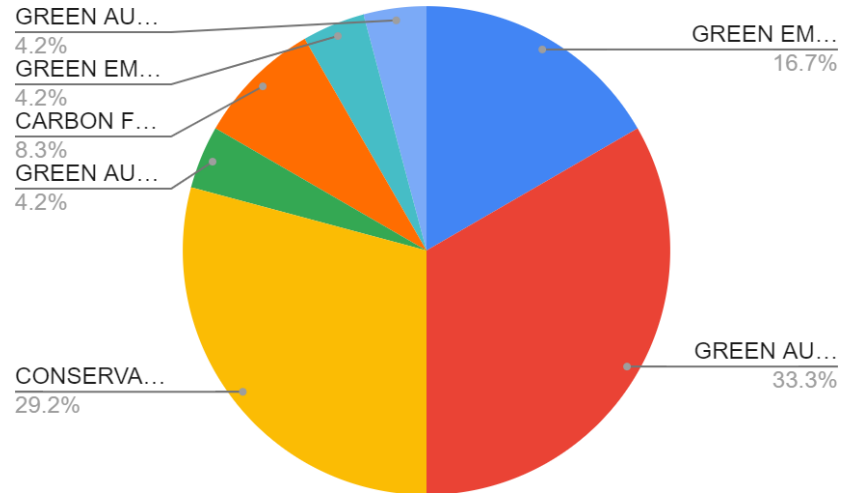
The above graph shows that 54.32% of people support “awareness through environmentally friendly activities”.

6. What green policies does your college employ?



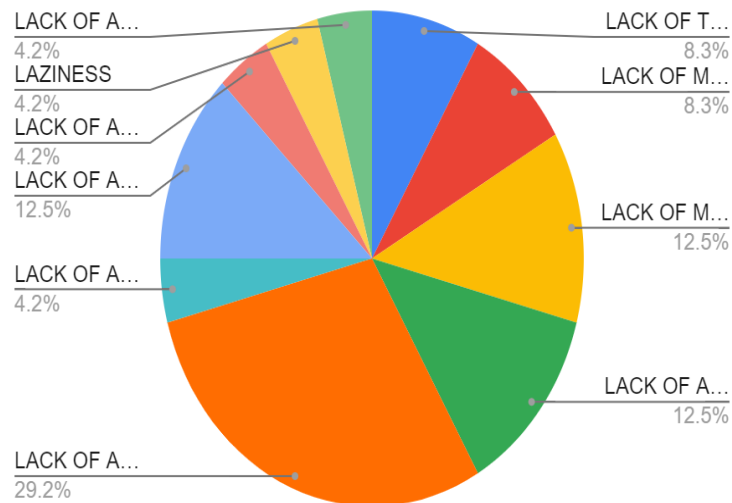
About 29.2% of people follow “reusing of products” and 20.8% of people follow” energy conservation” and 16.7% follow “digitalised offices”.

7. What criteria does your college use to determine whether or not Green practices are being implemented effectively?



33.3% of people support “Green audit” for implementation of GHRM in their colleges, 29.2% support “conservation of energy”, 16.7% support “green employee relations”.

8. What variables influence the effective adoption of Green HRM?



29.2% think that “lack of awareness” effects the effective adoption of GHRM, 12.5% think “lack of motivation”.

Findings

- It has been observed that half of the colleges surveyed are completely aware about Green HRM.
- Most colleges heard about green HRM from colleagues and internet
- Major green practices the colleges do are reusing and conservation of energy
- Lack of awareness is the main factor affecting effective implementation of green HRM

- All the colleges are ready to accept the concept of Green HRM practices

Hypothesis Testing

H01 Green HRM is not very popular among college staff-**Disproved**

H11 Green HRM is very popular among college staff - **Proved**

H02 Existing HRM practices in colleges are not pursuing Green HRM Principles - **Disproved**

H12 Existing HRM practices in colleges are pursuing Green HRM Principles-**Proved**

Suggestions

- Employees will be motivated and encouraged to follow sustainability policies by the HR department.
- Online leave applications, electronic slip production, use of recycling documents, plastic-free zones on campus, and electronic record keeping are examples of green practises that can be incorporated into everyday operations.
- Employees must be well trained before sustainability programmes can be implemented.
- Employees are encouraged to attend workshops, conferences, and lectures on environmental management in various ways.
- Within the organization's structure and policies, employees have been granted the right to change or develop innovative environmentally sustainable systems.
- Employees who break the laws on sustainability practises face disciplinary action.

Conclusion

Green HRM is on the rise all over the world. It would have a massive transition and effect on people, companies, and the rest of the planet. It not only teaches a vital lesson to businesses, but also to future generations, about the importance of treating nature and the world with respect. Incorporating a well-structured Green HRM policy in conjunction with the growth in green technologies in corporations, banks, hospitals, and research institutions pays off handsomely in the long run. In today's world, green HRM is extremely important. Employees may not be familiar with the word, but they are aware of the importance of environmental preservation. Green HRM activities in the workplace have a lot of potential in colleges. The environmental policy should be a focal point for schools, and employers should be encouraged to engage in greening activities.

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