Promoting Environment Sustainability Through Green HRM: The Socially Responsible Organizations

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Abstract

The issue of global warming can be attributed to over usage of the environment and also because of the industrial revolution, which brought degradation to the world environment. Global warming has been causing a negative impact on the industries, and these worries have created more strain on the organizations. These organizations have started to practice environmentally-pleasant methods and also started producing products that are environment-friendly. These environmental protection measures were used to control means of practicing environment-friendly measures in different departments such as production, finance, advertising and marketing and others. Recently, Human Resource Management has also joined this group, and now Green Human Resource Management (GHRM) has also started to gain importance. GHRM assists in improving Environmental Performance (EP) growing through personnel dedication which is closer to the environment.

Keywords: Green HRM, Environmental Performance, performance management, Reward and Compensation, Employee empowerment, Employee Performance, Positive Outcome

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1. Introduction

The paper discusses Green Human Resource Management in developing inexperienced traditional ways in attaining environmental measures and its goals with a purpose to reach environmental performance. The research tries to identify all the variables which help in implementing Green Human Resource Management. The research is done from the focused group point of view. The paper also identifies the factors related to environmental considerations and the driving force behind the implementation of green human resource management. The primary barrier to initiating green human resource management is the cost involved in it, but the benefit "promotes social responsibility in the direction of surroundings amongst employees."

Eventually, the findings of this study are anticipated to offer beneficial facts for destiny studies instructions.

2. Review of Literature

Sharmin (2015) examined the importance of the troubles in environmental and sustainable improvement in green human resource management in both advanced and growing countries and becoming more concerned. Jabbour & Santos (2008) discussed the intensification of degradation of the environment due to the industrial revolution. Industrialization affected the environment and had a degradation effect on the environment. The industries inculcated Green Human Resource Management in their management by adopting measures that are friendly to the environment and merchandise (Prasad, 2013).

Firdaus and Udin (2014) focus their discussion on surroundings that establishes green standards into numerous issues consisting of inexperienced cities, green meals, inexperienced schooling and philosophy. Haden et al. (2009) found green management has control over environmental degradation by using innovation in business enterprise-extensive. Venkatesh et al.(2003) talked about inside the company, the idea for improving sustainability turned out to be a first-rate recognition and created interest.

The past, present and future economic status of a corporation became very vital for the success of an organization (Kapil, 2015). Sudin (2011) found the stakeholders gave importance to businesses for reducing environmental degradation and increase interest in both environmental and social behavior of any organization.

The world fee on environment and improvement (1987) described the most influential concept as "improvement that meets the desires of existing populations without jeopardizing the potential of future generations to meet their personal desires." The notion of ecologically sustainable development has been characterized in the environmental literature as the requirement for stability in the industry for growth for wealth creation while also conserving the natural environment (Huang, 2001). Personal desire plays an important role in improving the environment. Lee (2009) clearly staed in his paper that agency sustainability and environmental overall performance (EP) are critical variables in the agency's survival and competitiveness.

The effective induction of environmental management (EM) has been critical for a company's existence and sustainability the organisation (Preston, 2001; Hussain, 2013); hence, an Environmental management system (EMS) has become necessary. EMSs have been recognised as one of the most successful methods for achieving sustainable development (Chan, 2011) by incorporating EM considerations into managerial decisions since the 1990s (Wagner, 2014). EMS, according to Wagner (2013), is a collection of 'inexperienced' methods aimed at improving EP. ISO 14001 is the most recognised environmental standard. EMS, on the other side, may be insufficient to address the complexities of environmental issues, given that its effectiveness is predicated in large part on informal volunteer actions that are hard to regulate (Boiral, 2009). Ronnenberg et al. (2011) discussed if a company did not forget an essential methodology that, implementing the EMS is the need of the hour.

Daily & Huang (2001) agreed that HRM might be critical to implementing EMS successfully. It can only be done correctly by organizations which have the right people with the necessary skills and abilities. However, the question of how to achieve sustainability through inexperienced management in a single

organisation or a whole community is still debatable and ambiguous (Renwick et al., 2012). As a result, research to aid businesses in enhancing sustainable organization through green management strategies is critical (Prathima & Misra, 2013; Sudin, 2011).

3. Methodology

The methodology involves the way of the project carried out to solve a problem in a systematic way that helps research.

3.1. Data Collection Method

Both the primary and secondary data were administered to collect data from both the magazines, journals, company websites and the respondents by using a survey method. The questionnaire was used to collect the information from the employees.

3.2. Tools Used

Percentage Analysis, Independent T-test, ANOVA, Multiple Regression

3.2.1. Model

Organisations are more interested and concerned while monitoring employee performance. They agree that major factors that affect environment has taken steps to implement GHRM. To use GHRM, the top management has to accept implementation, and they have to guide to make use of the GHRM.

Based on the literature review, the opinions and the findings of the research, a conceptual model has been proposed which illustrates doubtlessly about the GHRM. The GHRM practices are there for inexperienced organizations.

The new proposed model will guide and help GHRM, so that it helps in improving employee performance. The six GHRM variables are first is "green management of organizational way of life", the second is "green recruitment and choice", the third is "green education and development", the fourth is "green overall performance management and appraisal" and the fifth is "green

employee empowerment & participation". The last sixth variable is "reward & compensation".

3.2.2. Conceptual Framework
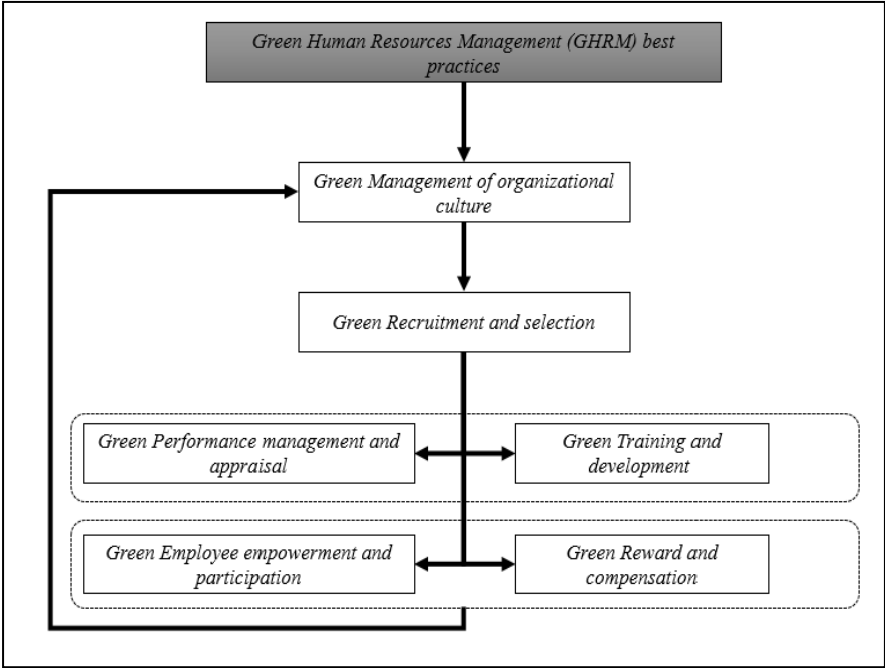
Demographic	Categories	RS					
		Count	Mean	Standard Deviation	Df	F	Sig
Gender	Male	77	4.24	.67	-0.386	98	0.496
	Female	23	4.35	.53			

3.2.3. Data Analysis
T-Test :
Hypothesis :

HO: There exists a significant relationship among gender and recruitment and selection.

H1: There is no significant relationship among gender and recruitment and selection.

Since the significant value is (P>0.05) in the table. So, the result failed to reject the null hypothesis.

The above t-test Table reveals that there are no differences among gender because both male and female perceive same about the recruitment and selection which supports the null hypothesis i.e., there is no significant difference between RS and gender. It clears that gender has same perception among recruitment and selection.

4. Multiple Regression

Var	Unst co-	SE of B	St-ef	T	P	H
X1	.197	.081	.143	2.432	.017	Yes
X2	-.113	.062	-.101	-1.841	.069	No
X3	-.034	.068	-.026	-.508	.613	No
X4	.128	.072	.094	1.773	.079	No
X5	.020	.052	.018	.376	.707	No
X6	.533	.075	.533	7.110	.000	Yes
X7	.464	.094	.366	4.915	.000	Yes
Constant	-.820	.269		-3.048	.003	

The equation framed from the multiple regression is:

Y=-0.820+0.197X1-0.113X2-0.034X3+0.128X4-0.020X5+0.533X6+0.464X7

Here the coefficient of X1 is 0.197 which represents that there is a partial effect of GHRM on POGHRM. The POGHRM shows a positive sign which increased by 0.197 for a new implementation of HRM activities in GHRM. The coefficient value shows that it is not significant at 5% level as there is a relationship between GHRMP and POGHRM.

The coefficient of X2 is -0.113 which represents that there is a partial effect of RS on POGHRM. The estimated negative sign implies that using RS without following green policies would reduce the POGHRM points will decrease by -0.113 and this coefficient value shows that it is significant at 1% level, and it states that there is no relationship between RS and POGHRM.

The coefficient of X3 is -0.034 which represents the partial effect of TD on POGHRM, holding others as constant. The estimated negative sign implies that such effect is negative and POGHRM would decrease by -0.034 for non implementation of green policies in TD. Therefore, this coefficient value is significant at 1% level, since there is no relationship between RS and POGHRM.

 The coefficient of X4 is 0.128 which represents that there is a partial effect of PMA on POGHRM. The estimated positive sign implies that such effect is positive and POGHRM points would increase by 0.128 for each new implementation of green policies in PMA and the coefficient value of 5% is not significant.

The coefficient of X5 is 0.020 which represents that there is a partial effect of RC on POGHRM. The positive sign is estimated to imply that such effect is positive and POGHRM would increase by 0.020 for the implementation of each new green reward in RC. The coefficient value is not significant at 5% level, since there is no relationship between RS and POGHRM.

The coefficient of X6 is 0.533 which represents that there is a partial effect of EEP on POGHRM. There is a positive effect on POGHRM which would increase by 0.533 for every GHRM activities in EEP and this coefficient value is not significant at 5%. This shows that there is a relationship between EEP and POGHRM.

The coefficient of X7 is 0.464 and it represents that there is a partial effect of EP on POGHRM. The estimated positive sign implies that such effect is positive and POGHRM would increase by 0.464 for every new implementation of GHRM activities in EP and the coefficient value is not significant at 5%. This shows that there is a relation between EP and POGHRM.

ANOVA

ANOVA Between Groups	Position in Organization		Experience		EMS		Age		EM into Business operation	
Factor	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Management by Organization culture	0.782	0.460	3.576	0.32	0.600	0.551	1.064	0.349	18.644	0.000*
Green Recruitment and Selection	0.395	0.675	1.820	0.168	0.338	0.714	0.640	0.529	11.649	0.000*
Green Training and Development	0.581	0.561	0.40	0.961	0.172	0.842	1.581	0.211	10.412	0.000*
Green Performance management and Appraisal	2.783	0.67	2.060	0.772	1.678	0.344	0.426	0.655	11.635	0.000*
Green Reward & Compensation	2.497	0.88	1.215	0301	0.732	0.483	0.635	0.532	7.526	0.000*
Green Employee empowerment & Participation	0.933	0.397	1.675	0.913	0.96	0.909	2.267	0.109	112.697	0.000*
Environmental Performance	1.604	0.206	3.221	0.044	5.559	0.573	0.522	0.595	103.620	0.000*

To explore the statistical difference between the given factors among the position in the organization, the table clearly shows that ($P>0.05$) and there is no significant difference between the general manager, HR manager and quality manager, and they are significantly the same as GHRM.

To explore the statistical difference between the given GHRM factors among the experience of respondents in the organization, the table 4.12 clearly shows that ($P>0.05$) and there is no significant difference between the highly experienced and low experienced as they are significantly same in GHRM practices in organization.

To explore the statistical difference between the given GHRM factors among the EMS in the organization, table 4.12 clearly shows that (P>0.05) and there is no significant difference between the implementing the new policies as they are significantly same in executing new GHRM practices in organization.

To explore the statistical difference between the given GHRM factors among the age of employees in the organization, the table 4.12 clearly shows that (P>0.05) and there is no significant difference between age and GHRM factors that all aged have the same thought and perception of GHRM practices in organization

5. Conclusion

The objective of the research is to assess the GHRM practices in the retail industry. This is possible by analyzing the GHRM practices and then by using multiple regression as a tool to assess the relationship between GHRM practices and POGHRM and finding the best green HRM practices to enhance the environmental performance.

The researcher analysed the GHRM practices and found that there is a positive effect on the organization and the benefit of green HRM practices makes the organization better.

6. Discussion

It has been founded that organizations have been using the GHRM practices at the medium level in order to encourage environmental concern among the employees.

The analyse of data demonstrates the GHRM practices, which are preferably practised among the employees, which has been done to increase the awareness of green management and their needs.

The result shows that there is a strong relationship among 3 GHRM practices and POGHRM. The POGHRM was highly influenced by management of organizational culture, employee empowerment and participation and environmental performance, while recruitment and selection, training and development and reward and compensation have less influence on POGHRM.

While adding some new green policies in recruitment and selection, training and development and reward and compensation may increase the effectiveness and helps to increase the POGHRM.

It is founded that the companies have their own formal environment system according to (ISO14001) and are also ready to implement new green policies at any period without any restrictions.

The mainly observed factor is that the employees are aware of GHRM and ready to accept the change to preserve the environment. Thus using the ANOVA test confirmed that employees position is affecting their thought about GHRM practices; they are found to be similar.

The thing to be noted from ANOVA analysis is that every age and each level of employees knows their own roles and responsibilities to preserve the environment.

7. Recommendations

- Future researchers may explore the GHRM study in IT industries and can check its effectiveness.
- As part of business concerns, GHRM was implemented everywhere thus, the future researcher may consider forming new effective strategies for implementing GHRM in the marketing sector.
- A detailed study in reward and compensation can be done in order to motivate the employees to practice GHRM practices.
- Strategies may be formed to implement new effective green training policies in training and development.
- Following fully digitalized working environment without paper works and printers, or documents, the importance of cloud storage in GHRM practices.
- Maintaining employee details through the digital way in order to eliminate the maintaining of documents in paperback format and moving towards the digital environment.

- How technology helps the HR employees to effectively practice GHRM in their fields.

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