



INSPIRING FACTORS TO ADOPT GREEN HRM PRACTICES

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ABSTRACT

Global warming, pollution, acid rain, deforestation, ozone layer depletion, overpopulation and public health issues are making a dramatic variation in all the sectors and generate more responsibility to implement eco- friendly practices of Green HRM for the long-term viability of environmental sustainability. So, the organization has focused on green HR practices like virtual training, e-filing, distribution of the free sample, green compensation and reward and adoption of environment-friendly culture for the progressive of corporate social responsibility and safeguarding the environment. In this research paper, the researchers discuss the factors which influence green HRM in the organization.

Keywords: Green HRM, Environment Management, Sustainability and Eco-Friendly Practices

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1. INTRODUCTION OF THE STUDY

Evolving Green HRM practices in the organization are becoming vigorous day-by-day and many organizations focus to incorporate environmental management and human resource management to protect the natural resources along with the human resource for reduction of environment pollution, minimization of carbon footprint, avoidance of waste and adoption of 3R's (Reduce, Reuse and Recycling). These initiatives can be possible through the adoption of Green HRM in the organisation.

Hence, Green HRM emphasizes green recruitment and selection, green training and development, green compensation and rewards, green performance appraisals, green industrial relations and green redressals mechanism.

2. SCOPE OF THE STUDY

Green HRM is one of the emerging concepts of the management field which influence environmental factors, economic factors, cost factors, psychological factors and social factors. These factors play a vital role in the implementation of green HR practices like car-pooling, e-filing, online training and development, virtual interview and energy audit. Whereas these factors do not only influence the Green HRM practices but also initiative the corporate social responsibility and environmental sustainability of all the sectors.

3. OBJECTIVES OF THE STUDY

- To analyse the factor inducements for adoption of green HRM.
- To give suggestion for implementation of green HRM.

4. FACTORS INFLUENCE TO ADOPT GREEN HRM PRACTICES ARE

1. Environmental factors

The environmental factor is the first and foremost factor for the implementation of Green HRM. Because there are a lot of problems are a raising due to usage of natural resources. It leads to Global warming, pollution, Ocean acidification, waste disposal, acid rain, deforestation, ozone layer depletion and ecological imbalance. So, adopting green practices in human resource management is an inevitability and it creates a path for prevention and safeguarding the environment for the long-term sustainability of human resources for future needs.

2. Social factors

Corporate social responsibility is an assurance of the organisation to behave ethically in their operational activities, contribute to economic development, enhance employee welfare and safeguard the environment. These can be thinkable by the adoption of green HRM practices in the organisation and it primes to uplift the quality of life to the public, enhance business operation at the global level, promote ethical activity in environment protection and serve as a yardstick for the social welfare.

3. Psychological factors

Employees are the human asset of an organisation who contribute effectually for the smooth function of the concern. Likewise, it is the responsibility of the organisation to create goodwill and promote job satisfaction, enhance employee morale and loyalty, attract the competent employee and retain the existing employees are the difficult task of the organization in the competitive world but these are possible through the adoption of green

HRM practices in the organisation. Hence, organisations are moving forward for the implementation of green HRM practices to gain competitive advantages.

4. Economic factors

Economic growth is a key indicator for a successful organisation. It designates the amount of money and goodwill invested in the financial operation for the long-term viability of the organisation growth and development.

So, organisations are enthusiastic to adopt the Green HRM which enhances the economic growth and development towards the increase in customer confidence, improves the company image and goodwill, promotes brand recognition, increases in market share value and creates goodwill for the organisation and its employees.

5. Cost factors

Cost is an important factor that determines the amount of money invested in the organisation for its production and operation activities. Similarly, green HRM practices also assistances to minimize the expenditure and maximization of profit through the adoption of 3R's (Reduce, Reuse and Recycling) which leads to reduction of waste, recycling the product as much as possible, reusing the waste material and enhancing the return on investment.

5. FINDINGS

The adoption of Green HRM helps to derive the following advantages to the organisation.

- Regulate the improvement in business operations and cost reduction.
- Enhance the organizational culture and corporate social responsibility.
- Promote the brand image and loyalty of the organisation.
- Create goodwill among the eyes of stakeholders.
- Endorse positive impact towards the environment.

6. SUGGESTION

- Implement Green HRM through its function of green recruitment and selection, green training and development, green compensation and rewards.
- Organise the awareness programme about Green HRM to their organisation employee.
- Adoption of 3R's (Reuse, Recycle and Reduce) in the work place.
- Celebrate the environment day to create a positive impact on the environment.

7. CONCLUSION

Organisations are focusing to go green as an impact of the environment in our routine life and business environment. Subsequently, many organisations are thinking about Green HRM is a need of an hour to make environmental sustainability and create as a competitor's advantages of the modern business era. Therefore, organisations are moving forward to implement the green HRM practices which influence environmental factors, economic factors, cost factors, psychological factors and social factors to serve as a yardstick for social welfare and improve in development of sustainable culture.

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