

An Assessment in the Green HRM Practices and Environmental Sustainability- A Review of Literature

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Abstract

Green HRM practices refers to as the HR practices that promotes ecological responsiveness sustainable development of resources and involving employee's commitment and engagement towards organization's goal and practices whereas, sustainable development could be defined as economic development that eradicates the depletion of natural resources. This paper aims at attaining green HRM practices and sustainable development in any organization to the fullest so that the organization could achieve go green initiative and contribute towards the environment. This paper doesn't deals with the primary data but with the secondary data and any researcher could further use the data for their further research. It has been found from the review that the practices of green HRM are considerably effect the sustainability of organisation. Numerous studies have clearly indicated that the numerous green HRM practices for example green appraisals and recruitment, training and development substantially contributes to the sustainability of the organisations.

Keywords: Green HRM, Sustainability,

I. Introduction

The previous two decades used the endless amount of resources that any further irrelevant use of resources could lead to scarcity. There is a limited amount of availability of resources on earth and everyday a huge amount of waste is dumped into rivers and lakes that contaminates the water and aquatic life(Sachs & Warner, 2001). The United Nation's conference on "Magna Carta" on human environment held at Stockholm on June 1972 aimed to improve environment on earth for present and future generation. So focusing on green environment by reducing waste, opting cloth bags instead of plastics, eradicating use of plastic and non- renewable products etc. the concept of green revolution was also adopted in 1960's so to flourish the market with High yielding seeds to increase the production of India

self-sufficient and healthy(Ploeg, 2011)(Ministry of Natural Resources and Environment, 2016).

There is an emphasis on many companies to adopt green practices like use of cloth bags instead of plastic bags, cleaning area in which company is located, car pooling of employees while coming to office, not dumping wastes in lakes, rivers and other aquatic bodies, calling employees frequently so that pollution from cars could be minimized etc. all these issues will avoid global warming, wastage of resources, adverse climatic changes and pollution etc. there are many companies in India like Maruti, Delhi CNG, Suzlon energy etc. that promote green marketing (Cover & Thomas, 2005). Green marketing is basically promoting business and buying and selling of goods by using eco-friendly products and involving multiple activities to work. Consumers too need greener

products because the products would harm them, their life and body, where increases trustworthiness when the companies follow the rule of Go Green they benefit the company to build consumer's interest, engagement and trust for the company whereas influences positively towards consumers and environment as well (Cherian & Jacob, 2012)(Leonidou, Katsikeas, & Morgan, 2013).

The recent example of Patanjali explains the Go green concept very well. The famous yoga and Pranayama guru Swami Ramdevji started a new organization named Patanjali which makes all its products will natural ingredients and no harmful chemicals and sells almost every range of products like kitchen items, sanitary items, and perishable products as well(Kumar, Jain, Rahman, & Jain, 2014). The organization's products rates were cheaper in comparison to the other organization's products which attracted a large segment of consumers to buy the product. From toothpaste to bath soaps each and every products were eco- friendly and natural. This company grew its share to the peak in the market and eradicated all other organizations and registered phenomenal growth in FMCG sector in last 5 years (Kale, 2006).

Green HRM practices refers to as the HR practices that promotes ecological responsiveness sustainable development of resources and involving employee's commitment and engagement towards organization's goal and practices. Whereas, sustainable development could be defined as economic development that eradicates the depletion of natural resources(Baker, 2015). Sustainable development has 17 goals of its own that is related to poverty, hunger, education, health, equality, sanitation, energy, aquatic life on land and under water, peace and partnership. These goals focus in exterminating the earth and life on earth so that people are capable of using natural resources at present and future as well. Also achieving each

agenda by 2030 and creating better world for people with disability (Lélé, 2018)(World Business Council for Sustainable Development, 2004).

II. Literature Review

Green HRM practices could be defined as the declaration made by the organization to opt green practices within the organization and recruiting the workforce that would understand and promote go green initiative. The issues relating to the HRM practices is the need for knowledge related to green revolution within the organization and the employee must be supportive about the whole practice(Ahmad & Schroeder, 2003). The go green practice must be implemented in each and every field of organization be it HR, finance, management, sales etc. recruiting the people that easily understands the need and value of these practices to their fullest and helps the firm to achieve organizational goal. The focused organizational goal can only be incorporated with the hardworking and understanding employees. The HRM simply defined as the human recruiting management in such a way that the employee must be employed as per the rule of right person for right job with right directions and the goal of the HR team is to push the organisational employees towards one goal and also keeping into account the needs of the employees. The organizations goal becomes the primary goal and employee becomes the asset of the organization and HR team focuses on boosting up the morale and inculcating satisfaction within the employees to their fullest(Baptiste, 2008)(Arulrajah, Opatha, & Nawaratne, 2015).

The defensible increase in the environment sustainability is a great concerns for government, consumers and stakeholders etc. this paper deals with the HRM practices that would enforce the employees in motivational way so to adopt go green practices that are healthy for them and environment as well(Guerci, Longoni, & Luzzini,

2016). The employees are taught about the needs and importance of this green HRM practices and needs for incorporation. The go green initiative is much wider concept of corporate social responsibility. Green HRM practices focuses on 2 concepts on eco- friendly concept and inculcating knowledge capital(Jyoti, 2019).

The green HRM practices increases the interest of management scholars towards the organization and promote sustainable use of resources. The initiation of green management is important more that implementing it. "The green HR involves lowering carbon footprints through video conferencing, interviews and printing of paper etc." the green HR practices helps the company adopt this initiative because it helps the organization to operate much cheaper, without losing best talent for the job etc. (Arulrajah, Opatha, & Nawaratne, 2016)

The case study of Ford motor company also incorporated towards the development of the organization with eco- friendly tactics like ford uses 80% of the sustainable and eco-friendly fabrics in the vehicles that makes them recyclable and also focused on the fuel efficiency of the vehicles. Also, the paint fumes of plant of the company located in Michigan is also recycled as fuel. The ford's vehicles are distributed to the police because they employ the geothermal cooling system whereas the interceptor run on ethanol or gas and is flexible. Ford is EPA energy star award winning company twice because of the largest green roof of the world (Dyllick, 2015)

Similarly there are several such organizations like Disney, fisher investment, HP, Johnson and Johnson, Nike, Starbucks, Google, eBay etc. those works with the niche of green HRM practices as well as environmental sustainability as a whole. These organizations focuses on the employee satisfaction, boosting morale as well as incorporating the organization towards the go green initiative so that environment could be

recovered and saved for the future generation(Clikeman, 2004).

III. Methodology

This paper aims at attaining green HRM practices and sustainable development in any organization to the fullest so that the organization could achieve go green initiative and contribute towards the environment. This paper doesn't deals with the primary data but with the secondary data and any researcher could further use the data for their further research. This paper deals in figuring out that why organizations focus on green HRM and sustainable development and why the organisation should focus on the green HRM practices. There are certain benefits that would be provided to the organisation which pushes the organisations to work towards achieving goals in an efficient manner.

Discussion

The paper aims at explaining that how the organizations could help in achieving their goals with even cutting their cost and then achieving their targets. The organization achieves eco-friendly tactics to achieve their goal and even not harming the organization. There are many firms that are interested towards attaining the goals with the sustainable development and providing the firm with the benefits relating to green HRM practices. It has been found from the review that the practices of green HRM are considerably affect the sustainability of organisation (Jyoti, 2019). Numerous studies have clearly indicated that the different green practices of HRM for example green appraisals and recruitment, training and development substantially contributes to the sustainability of the organisations(Chen, 2013; Dubey & Verma, 2018; Kowalski et al., 2016; NAYAK, Res, & 2017, 2017; Sengupta & Nilanjan Sengupta, 2015; Sharma, 2016; Sharmin, 2015; Uddin & Islam, 2016).

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