

A Study on Impact of Green Human Resource Management Practice on Organizations Performance Affecting Increased Sales and Profits in IT Sector in Bangalore

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Abstract: In the term of implementing the performance of an organization, Human Resource Management leads a heavy part in this field for making the crucial strategies and decisions. This provides the organization to maintain and develop its sustainability culture. The main motive of Green Human Resource Management is to stimulate sustainable development through Human Resource Management. In the terms of development, the activities of Green HRM (Green Human Resource Management) are spreading realization among the workers and the employees by adopting new strategies in the work field such as saving energy at workplace, implementation of E-HRM, work from home and mostly taking precautions to protect the mother environment. From the past few years, the rate of global concerns has increased in the matter of environmental matters..

Keywords: Green HRM, Human Resource Management, strategies

1. Introduction

The Green Human Resource Management mainly takes place after the unification of the industrial revolution which moves the degradation of environmental factors. These concerns have established more impulse and implant the business industries in the matter of development by using the eco-friendly materials and promoting environment friendly practices. The Environmental Management team is the composition of many departments such as finance, marketing, supply chain and others. In current ages of development, HRM joined the green movement. The combination of Human Resource Management practices known as Green Human Resource Management. This movement provides the employees and the organization a sense to increase the work efficiency and enhance the organization's environment improvement through adopting the method to increase the employee's involvement and dedication towards the environment. This Human Resource practice provides the organization an area of employees who are determined towards their workflow and concerns about the environment. This HR study includes some activities such as selection, recruitment, training section and development of the negative factors with due respect to Green Human Resource Management. This case study shows how the movement may affect the performance of the organization in terms of enhancing the marketing areas and increasing the selling of the company's products.

2. Benefits of GHRM

The main objective of the Green Human Resource Management is to develop and implement the work strategies and enhance the performance rate of the organization in the terms of maintaining sustainability. This provides the organization to develop the environmental factors and make the employees concerned about the environment. Hence, in today's business marketing area, we see a shift in the working conditions in organizations. The management department and the employees of the organization are implementing their responsibilities according to the environment issues and prevent those practices which have a negative impact on the environment. Green Human Resource Management mainly keeps their eyes on eco-friendly Human Resource (HR) activities which provide greater work efficiency in the terms of lower marketing costs and on the other hand improve the employee engagement and retention. As a result, this helps the organization maintain stability in working areas and spread awareness regarding the environmental issues among the employees of that organization. In the area of spreading the social and environmental awareness among the people and the employees, the Green Human Resource management plays a major part. From this movement study, the people will be aware of using the natural materials for the business purpose in a more calculated and economical way and the employees will be using more eco-friendly products.

According to the case study the experts in the field of environmental science and also from the Human Resource Management researchers, have allocated some benefits of the Green Human Resource Management system, which are introduced below.

- The GHRM provides help to the organizations in the terms of suppressing the costs without decreasing the employee's talent and workflow.

- Organizations can grow their working areas and develop their sustainability and expand their strategies by adopting the green and establishing a whole new eco friendly environment. This will help in extensive business operational savings by reducing the rate of their carbon footprints.
- The GHRM provides the organization sustainability and comes with greater ideas with productivity. As a result this will help the employees to achieve their desired job satisfactions and commitment.
- This will help to establish a culture where the management department will have concerns about the health and satisfactory issues of their fellow workers.
- The GHRM enlightened the way of increasing the retention rates of the employees.
- The Green Human Resource Management helps in the terms of promotion of the employee's morale.
- This provides the improvement of public images. Whenever an organization or a firm adopts green initiatives in the area of its workplace, this may provide the positive generation of making public relations. The firms or the organization can advertise about the environmental awareness and contributions through the social media platforms in the matter of drawing the attention of potential consumer base and new sale strategies.
- According to the case study of Dolan's (1997), the USA MBA students addressed that the most of the graduates would take a low scale of salary in return to work for the organizations which are responsible for the environment.
- This Green Human Resource Management reduces the environmental impacts of the organization or the company.
- The Green HRM provides the improvement of competitiveness and increases the overall performance of the employees.
- The Green HRM helps in the terms of reduction of utility costs remarkably. In the matter of less wasteful and energy efficiency, even the small firms or the organizations can significantly reduce their utility costs by using upgraded and environment-friendly gadgets and technologies.
- Adoption of the Green HRM can ensure the tax benefits to the organizations. Adopting the movement of Green Human Resource Management would provide the organization the support of the governments. In the terms of going green, the Water supply authority department, local municipalities and the electric supply firms may offer the organization some tax incentives and rebates.
- The Green Human Resource Management increases the business opportunities for the organization which adopts the green movement. Some commercial businesses, government agencies and even non-profit firms directives that only businesses that adopt the specific green standards.
- This movement reduces the rate of environmental collateral damages. This provides a sense of less usages of environmental damaging materials to the organization and its employees.

The advertisement of such greenery values may also come with indirect customer satisfaction. Moreover, this movement provides help in bringing at greener product materials and saving the green products usage from elimination.

3.Importance of Green Human Resource Management

Across the global market places it has been noticed the urges of a realistic environmental management drive since the last two decades in many organizations and firms. This alternative movement marked the damaging consequences of pollution among the industrial levels which was depleting the natural resources and wasting the environmental resources. In 1972, The "Magna Carta" on Human Environment was declared in the United Nations international conference in Stockholm. The main motive of this movement was to defend the natural resources and implementation of the Human Environment in the terms of saving the present and future generation as well which is crucially important for the sake of mankind. The Green HRM is very important in the 21st century in the area of its case study that states the excessive consumption of natural resources as a raw material by the commercial organizations and other business industries. The scenario is so distressed that environmentalists are discussing the problems of ecological imbalances and biodiversity. Green Human Resource Management is critical no longer simplest on the organizational stages however additionally at the employee stage. An employee has a private life in addition to employee life where he is an employee on the work lifestyles and purchaser at the private life. Adopting the green movement will provide the employee to present a massive benefaction in the area of a successful environmental corporate management department. On the other hand, the employees may contribute to the factors regarding environmental sustainability by playing a role as a good citizen.



Source: NepJOL.info

Figure 1: Modd of C.reen Human Resource Management

The organizational sectors and the agencies can create a win-win method strategy with the help of Green Human Resource management (GHRM) in the term of implementing their overall environmental performance and achieve their desired goals easily. On this edge of point, the organization looks after analyzing and allocating the implementation and critiques on significant matters. So the companies and the firms are now becoming aware that they are spreading the awareness about environmental improvements which could provide them to come out with the improving their strategies.

On the other hand, this movement has emerged as an issue essential for the success of the business in the long run. The HR (Human Resource) department has taken many steps to go green which includes green printing, going paperless, lessen commuting, growing an eco-friendly expertise, green auditing, recycling the products, developing green rules and giving out appreciation awards for the one who has exceedingly contributed to the society. A process model has been created as a model of Green Human Resource where the first step is to be taken by the employees. The employees today are noticing many problems and imbalances in the environment so they can take the first initiative in making certain changes in the workplace to contribute to the maintenance of the environment in order to implement this concept the HR department has taken steps towards the same goal and have made certain changes in the functions of Human Resource which have been explained and depicted with the help of a model.

4.Literature Review

- **(Deshwal, 2015)** Intends to explain that business practices are changing and shifting toward a green economic system. Human aid is the bridge among employees and company; therefore surroundings friendly practices through restructuring capabilities of the human resource department will help in forming techniques to put in force Green HRM in organization which would also improve the connection of employers with stakeholders, clients and customers. She also emphasized the truth that business are adopting an method of delivering fantastic outcomes for 3Ps- People, Planet, Profit which is referred to as “triple bottom line” to attain sustainable end result and this will assist in achieving aggressive growth and building the brand image as global our bodies are promoting carbon credit footprints, like teleconferencing, sharing the automobile, telecommuting, filing electronically, digital interview, recycling, on- line scheduling and so forth attracting modern expertise. . But the organization should be aware of the fact that implementation of Green HRM itself is a challenge as culture of organization matters a lot and changing the culture is not possible in a short span of time.

- **(Ridhi Sharma,2015)** Say that with the growing attention of the Green Moment over the arena, agencies today are giving significance to the combination of human resource management and environmental control. With the use of green HRM guidelines, corporations promote the environment's sustainability. They say that Green HRM, regarded as an innovative method appears to be encouraging for every one of the employees in this day's enterprise situation. The major objective of this paper was to discover the model of the HRs and the employee involvement in Green control projects at HCL technologies. The employees here had been empowered to provide thoughts, run campaigns, and put in force practices to conserve natural sources, one such instance will be the ‘Earth Hour’ where all of the personnel resorted to minimum utilization of energy, hnth at the workplace and at home.

- **(Ahmed, 2015)** talks about the increasing awareness among the organizations in the matter of criticality and importance about adopting green movement and assuming numerous surroundings sustainable strategies. In the area of business international markets are spreading through the global marketplaces. Hence, the commercial enterprises are facing a transaction from a traditional monetary shape into a cutting-edge on the basis of the environmental and financial system in the matter of moving towards enhancing earnings ratio methods for a developing and sustainable environment. In the current situation, Green Human Resources Management (GHRM) is considered as a most expanded and enlarged business strategic version in which the Human Resource (HR) Department performs a very important part on the basis of adopting the green movement. After analyzing the various practices regarding The Green Human Resources, the organizations from different corners of the globe, successfully elaborate the essentials and the meaning of GHRM and also enlightened on some GHRM functional initiatives in the terms of future generation. Hence, the case study addresses some determined productive Human Resource activities for the firms or the organizations who adopted the green movement.

- **(Deepak Bangwal, 2015)** Which talks approximately how Across the globe, we're transferred

- To industrialization, that will increase the business manufacturing, technological era and other enterprise activities. This isn't always simple. It will grow human common, however it will buy the standard of living. But on the flip side, it's going to grow ecological threats to people. Thus, this is the crucial time for the people and the employees who want to adopt the green movement in terms of improving the environment situations and save the natural resources from wastage. The Green Human Resources collaborate with the HR practices in the terms of maintaining the balance of environmental sections and sustainability. The use of experienced HRM policies and practices for sustainable use of sources internal organization agencies typically promotes the reason environmentalism. This paper additionally talks approximately the idea of 'Go Green', going green way retaining the natural belongings in addition to the upkeep of your non-public sources i.e. Your own family, friends, communities and life-style. Every character desires to be privy to the environment and try to change their behavior and way of existence that decrease the sports that bring about degradation of the environment. It's basically a manner of enforcing determined way of life modifications on the way to help a person to live in an eco-friendly environment.

- **(Kapil, March 2015)** Globalization and industrialization in the area of enhancing the business market areas and improving the workflows, it has guided towards an enhancing urge for blending of the HR management departments and also the environmental management department with the Green Human Resource Management. The motive of this Green HRM mainly involves promoting and spreading the awareness about the environmental improvement concerns and enhancing the sustainability of the environment and also spreading the sense of utilizing the natural raw materials and resources more economically. This Green HRM movement also allocated the organizations with the carbon footprints in the terms of reducing the usage of papers and on the other hand unwanted travel as well. The crucial and main goal of the research was to analyse the various initiatives that have been adopted by the car manufacturer companies in the terms of getting sustainability practices on the basis of environmental improvement. The Green Human Resources is the main composition of some various initiatives which contain environmental sustainability, the implements of the organization and the employees as well. The Human Resource departments are now currently adopting the greenery movement in the terms of increasing the competitive benefits over others and on the other hand, addressing the way to establish a mindset for creating a background of sustainability.

5.Objectives

- To spread the promotions of initiatives about Green Resource Management and explore the various sides of this beneficial movement.

- To analyze the potential impacts of Green Human Resource Management on organization in the matter of increasing environmental improvements and gaining sustainability.

- To examine and elaborating the determined factors and barriers in the area of enhancing improvement and implementing the Green Human Resource Management.

- To analyse the views from the fellow employee's perspective towards the Green Human Resource Management.

6. Research Methodology

6.1. Type of research

The study was descriptive and exploratory. In this type of research, the main goal is to elaborate and explain the subject very clearly. This helps the researcher or the reader to enhance the sense about the subject and analyse the factors which are very crucial for the subject in the terms of understanding the procedure.

6.2. Type of Data

The research is mainly dedicated towards the primary data and also contains other secondary data if those data are compatible for the relevant subject. This data can be retrieved on the basis of availability or the applicability. The researchers can adopt these data by reading various articles written by other experts on the fields or search through the government websites. After the research, the examiner can easily allocate the factors which are similar with each other and come out of these files.

6.3. Resources of Data

Primary Data: The employees or the fellow workers can retrieve the primary data from the organization's operation factors and through questionnaires.

Secondary Data: The researchers can gather the details from the journals, articles, websites which are relevant to the studied subject of the examiner. The researcher can read the previous thesis on that relevant subject in the matter of analyse the main factors written by others in the same field. This includes a different perspective from other researchers and authors.

6.4. Sampling Design

The data was collected by doing surveys through a questionnaire and the area of survey will be the Organizations in Bangalore. Purposive sampling technique has been utilized for case study and researches. The main motive of the research is gathering the beneficial information which is very crucial for the research about the organizations. The sample size is near about 100 and the employees from the organizations are considered as target samples.

6.5. Tools for data analysis

The main strategies applied for this case study are conducted through different processes, such as percentage analysis, pie-diagrams, questionnaires, in the area of survey about the organization. These procedures mainly allocate the employee's perspective towards the Green Human Resource Management in the area of implementation of the environmental improvement.

7. Data Analysis

Inference 1

Whereas 23% respondents feel that eliminating the excess use of paper would be one the best practice for going green. followed by 7% respondents are of the opinion that vehicle sharing or car-pooling could be an effective practice and 14 respondents are of the opinion that reducing or eliminating the use of plastic. Almost 6 respondents gave in their input such as E-filing, green recruitment, water saving etc. could be some the practices in successful implementation of Green Human Resource Management.

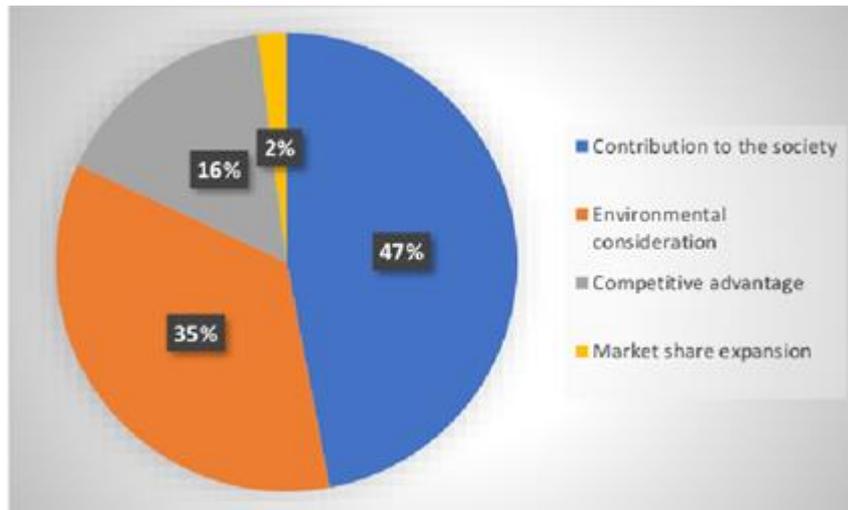


Figure 2

Inference 2

The pie chart illustrates the opinion of the respondents on the extent of benefit of Green Human Resource Management. From data collected we can see that 85% of the respondents feel that Green Human Resource Management will have a great impact on the organization and 13% of the respondents are of the opinion that it will benefit the organization on an average level. Only about 2% of the respondents feel that Green Human Resource Management has low benefits.

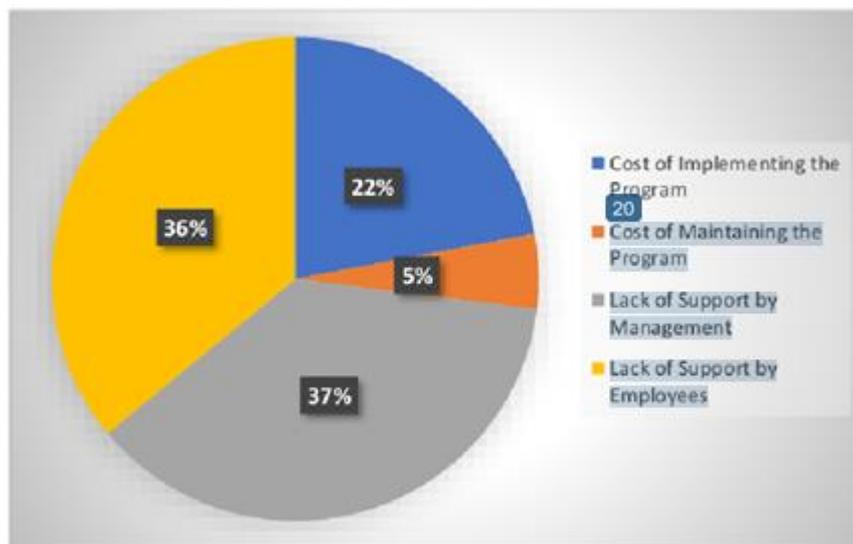


Figure 3

Inference 3

The pie chart represents the opinion of the respondents towards Green Human Resource Management. About 54% of residents are of the opinion that GHRM has become a necessity and organizations must try and implement it and 43% of respondents feel that it's the need of the hour, it's what the business and environment currently require. Only 3% of respondents feel that GHRM is being implemented because it has become a trend these days.

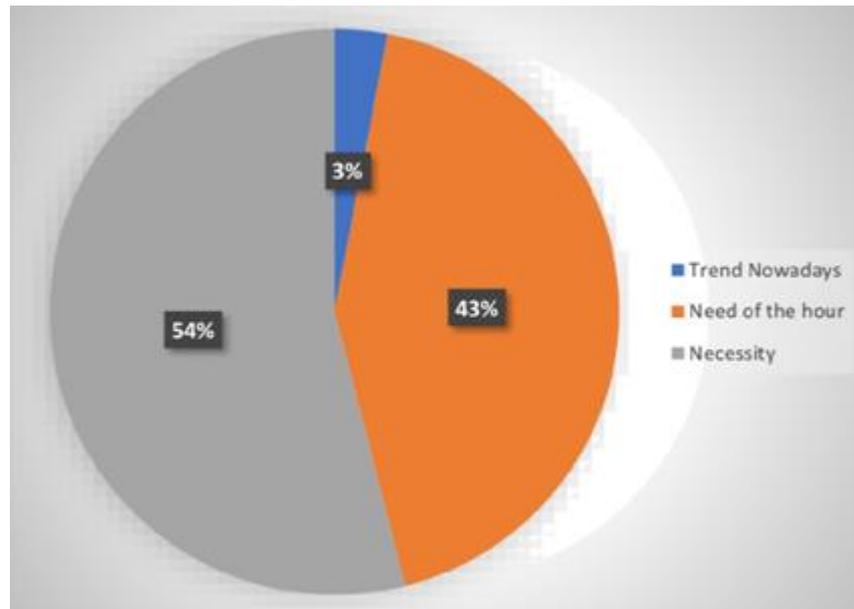


Figure 4

8. Conclusion

The Green HRM mainly approaches towards the implementation of environmental factors in the terms of improvement and getting more sustainability. This may help the organization or the employee to be more concerned about the environmental issues, which includes saving the natural raw material from wastage. If an organization adopts the green movement then it can bring some beneficial factors to the company regarding the tax, bills and many more. As, the governments, some small companies are looking forward to making deals with the green organization. Though, it is proved that Green Human Resource Management has a massive impact on an organization's performance.

9. Limitation of Study

- The study mainly undertakes the opinion of employees working in the Organizations in Bangalore only.
- This case study is massively based on primary data which might be experiencing the short time process. On the other hand, future studies about the case can be considered as a long term process research.

The case study is mainly based on the perspective of the employees who are working under green organization initiatives and operational performance of that company. In the term of getting combined strategic perspective and employee's perspective on the basis of organizational performance.

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