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“The Effect Of Green Human Resource Management Practices On Corporate Performance”

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ABSTRACT:

The research focuses on key GHRM practices such as green recruitment and selection, green training and development, green performance management, employee participation in environmental initiatives, and green compensation and rewards. The study investigates how these practices contribute to improved organizational outcomes such as cost efficiency, employee productivity, corporate image, regulatory compliance, and sustainable innovation.

KEYWORDS:

Green Human Resource Management (GHRM), Corporate Performance, Sustainable HR Practices, Environmental Sustainability, Green Recruitment, Green Training and Development.

INTRODUCTION

Green Human Resource Management (GHRM) embodies a progressive strategy within the field of Human Resource Management, integrating sustainable practices across HR functions. It aims to align HR initiatives with environmental objectives, fostering a workplace culture that prioritizes ecological responsibility. In response to growing environmental challenges, organizations are increasingly expected to incorporate such practices into their operations. GHRM has become a critical tool for supporting green initiatives and corporate social responsibility (CSR), ensuring that organizations not only remain profitable but also uphold environmental responsibility.

❖ Emergence of Green HRM

In recent years, heightened concern over environmental challenges—including climate change, diminishing resources, and environmental degradation—has driven substantial changes in corporate practices. Stakeholders such as consumers, employees, investors, and regulatory bodies are increasingly prioritizing sustainability, prompting organizations to adopt more environmentally responsible approaches. In response, Green Human Resource Management (GHRM) has emerged as a strategic initiative, aiming to embed sustainability within workplace culture and human resource processes.

While traditional HRM primarily focuses on recruitment, training, and employee management to improve efficiency and performance, Green HRM broadens this focus by embedding sustainability principles into all HR activities. This approach ensures that employees contribute to achieving organizational objectives while also embracing the company's commitment to environmental values and sustainability goals.

Conceptualizing Green Human Resource Management:

Green Human Resource Management (GHRM) refers to the incorporation of environmentally sustainable principles into human resource policies and practices. Rather than limiting itself to simple green initiatives such as minimizing energy use and reducing waste, GHRM embeds sustainability across all stages of the employee lifecycle—including recruitment, onboarding, training, performance evaluation, and engagement. Fundamentally, GHRM seeks to cultivate a workforce that is knowledgeable, committed, and equipped to advance the organization's environmental sustainability objectives.

REVIEW OF LITERATURE

Sr. No	Author	Finding
1	Jabbour, C. J. C., & Santos, F. C. A. (2008)	The importance of human resource management in the adoption of environmental practices. <i>Resources, Conservation and Recycling</i> , 53(2), 57-65.
2	Mandip, G. (2012).	Green HRM: People management commitment to environmental sustainability. <i>Research Journal of Recent Sciences</i> , 1(2), 244-252.
3	Renwick, D. W. S., Redman, T., & Maguire, S. (2013).	Green Human Resource Management: A review and research agenda. <i>International Journal of Management Reviews</i> , 15(1), 1-14
4	Zehir, C., Acar, A. Z., & Ozdemir, S. (2015).	The role of green human resource management in organizational performance. <i>Journal of Business Research</i> , 68(7), 1575-1584.
5	Luu, T. T. (2019).	Green human resource management practices and employee outcomes: The mediating role of employee motivation. <i>Business Strategy and the Environment</i> , 28(6), 1200-1211.

SIGNIFICANCE OF THE STUDY

•Strategic Alignment:

GHRM aligns HR practices with the organization's overall sustainability strategy, ensuring that human capital contributes to environmental goals.

•Talent Acquisition:

GHRM helps attract and retain top talent who are passionate about sustainability and align with the organization's values.

•Employee Development:

By providing training and development opportunities related to sustainability, GHRM enhances employee skills and knowledge.

•Performance Management:

GHRM ensures that employee performance is evaluated based on their contributions to both organizational and environmental objectives.

•Organizational Culture:

GHRM fosters a culture that values sustainability and encourages employees to adopt environmentally friendly behaviors.

OBJECTIVE OF THE STUDY

To assess the impact of green HRM on organizational performance.

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To identify the benefit of Green HRM Practice.

To explore challenges and barriers which are faced by the organization.

To provide strategic recommendations for organizations to effectively integrate the Green HRM.

METHODS OF DATA COLLECTION

Both primary and secondary sources of data were gathered for the study by the researcher. Structured questionnaire has been prepared as instrument for gathering required information from the employees

Primary Tools: -

The primary data will be collected using structured surveys/questionnaires.

Primary source: -

The original information that the researcher gathered from the real research fields are known as primary data. An interview schedule and multiple-choice questions are employed as data collection tools to gather the primary data.

Secondary source: -

Research journals, periodicals, magazines, newspapers, government reports, and organizational records are examples of secondary data sources.

Universe: -

All employees in Vadodara city.

- i. Kapurai
- ii. Manjalpur
- iii. Tarsali

Population: -

All the Employees.

Sample size: -

The same size are 100 respondents

Sampling Method: -

The Sampling Technique used was Random Sampling.

OPERATIONAL DEFINATION**1. Green Human Resource Management (GHRM):**

Refers to HR practices that promote environmental sustainability by integrating ecological goals into recruitment, training, performance evaluation, and employee engagement. In this study, GHRM will be measured through specific practices such as green recruitment, green training, paperless processes, and eco-conscious workplace policies.

2. Green Recruitment and Selection:

The process of hiring individuals who are environmentally conscious and have a background or interest in sustainability. In the context of this study, it includes job descriptions, advertisements, and selection criteria that emphasize green values.

3. Green Training and Development:

Training programs aimed at increasing employees' awareness of environmental issues and improving their green skills. It will be operationalized by examining whether the organization provides workshops, courses, or guidance on sustainable work practices.

4. Green Performance Management:

Incorporation of environmental objectives and criteria in employee performance appraisals. For this study, it includes performance indicators such as energy conservation, waste reduction, and adherence to eco-friendly practices.

5. Green Employee Involvement:

The degree to which employees participate in or initiate green initiatives within the organization. This includes involvement in green teams, suggestion schemes, and volunteering for environmental causes.

FINDINGS:

Green HRM is perceived to significantly enhance organizational performance, motivation, and talent attraction.

- Employee environmental training, performance management with environmental indicators, and sustainable work environments are viewed as the most impactful Green HRM practices.
- Major challenges to Green HRM implementation include lack of awareness, high costs, limited resources, and employee resistance.
- Productivity, innovation, and reputation are the most recognized benefits of Green HRM, while employee satisfaction is less acknowledged.
- There is strong recognition of Green HRM's role in supporting environmental sustainability through policies and practices.
- While many support Green HRM adoption, concerns about costs and alignment with organizational goals limit broader endorsement.
- Most respondents Favor integrating sustainability into performance appraisals, though some are unsure of how it would work.
- Organizational commitment to sustainable HRM varies, with many still in the development phase.

SUGGESTIONS:

Conduct targeted training and awareness programs to improve understanding and implementation of Green HRM practices.

- Promote the integration of environmental metrics into HR systems, particularly in performance appraisals.
- Offer incentives or support for smaller organizations to adopt Green HRM without bearing excessive costs.
- Enhance internal communication to overcome resistance and emphasize the long-term benefits of sustainability.
- Showcase success stories and measurable outcomes from existing Green HRM efforts to encourage broader adoption.
- Increase focus on linking Green HRM with employee satisfaction and well-being to highlight holistic benefits.
- Encourage industry-wide collaboration to share best practices and reduce barriers to implementation.
- Introduce pilot projects or phased approaches to help organizations transition into Green HRM practices more smoothly.

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1. Jabbour, C. J. C., & Santos, F. C. A. (2008) The importance of human resource management in the adoption of environmental practices. *Resources, Conservation and Recycling*, 53(2), 57-65.
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