

Green Human Resource Management: 21st Century Tool For Achieving Sustainable Development

Sapna¹, Anjali Gupta², Pardeep Kumar³

Abstract

Increasing pollution from industries, scarce availability of resources in the economy, high consumption of natural resources creating urge to concern about the environment. These issues are being reported in newspapers every day. The situation is so alarming that issues are being Re discussed by environmentalists and scientists about balancing ecological imbalances. Organizations are becoming aware about the seriousness of these issues and trying to integrate environmental management into their corporate agenda in order to achieve sustainable development and competitive advantage. This paper will discuss green human resource management as a tool to achieve sustainable development on the basis of existing literature available on green Human Resource Management. An Exploratory Research design is used for the study. Papers published on green human resource management from Research gate and Google Scholar have been reviewed to achieve the aim of this study. Findings of the Study revealed that Green Human Resource Management is an effective tool for achieving Sustainable development. It will make employees and society members aware of the utilization of natural resources efficiently and economically.

Keywords: Green Human Resource Management, Employees, Sustainability, Competitive advantage, Environmental management.

Author Affiliation: ¹Department of Management and Research, Maharshi Dayanand University, 124001, Rohtak (Haryana), India.

²Department of Management and Research, Maharshi Dayanand University, 124001, Rohtak (Haryana), India.

³Department of Management Studies, CRSU, Jind (Haryana).

Corresponding Author: Sapna, Department of Management, and Research, Maharshi Dayanand University, 124001, Rohtak (Haryana), India.

Email: sapna.jangral1@gmail.com

How to cite this article: Sapna, Anjali Gupta, Pardeep Kumar. Green Human Resource Management: 21st Century Tool For Achieving Sustainable Development, Journal of Management and Science, 14(4) 2021 5-7. Retrieved from <https://jms.eleyon.com/index.php/jms/article/view/497>

Received: 2 November 2021 **Revised:** 2 December 2021 **Accepted:** 4 December 2021

1. INTRODUCTION

Increasing pollution from industries, scarce availability of resources in the economy, high consumption of natural resources creating urge to concern about the environment. These issues are being reported in newspapers every day. The situation is so alarming that issues are being Re discussed by environmentalists and scientists about balancing ecological imbalances. Organizations are becoming aware about the seriousness of these issues and trying to integrate environmental management into their corporate agenda in order to achieve sustainable development and competitive advantage. Human resources are the active element of every organization who uses all the passive resources such as material, machinery and money. So, everything depends a lot on human resource of the organization. Sustainable development can be defined as meeting the present needs along with sustaining the resources for future generations. And so human resources should be trained to use the resources efficiently and carefully in order to minimize waste. So, integration of human resources into Environmental management is called green Human Resource Management.^[1] Therefore, proactive environmental approaches are required to implement environmental management effectively.^[2,3,4] Human resource management is a driver to achieve sustainable development. Green human resource management is the application of green concepts into human resource management function. Human resources have to be transformed into green employees to effectively implement environmental practices

into the organization. That is why, green Human Resource Management is a tool to achieve sustainable development in the organization. It is a requirement of 21st century. Green human resource management involves industry in Environmentally friendly human resource practices with the aim of achieving high efficiency, reduction in cost, reduced Labour turnover etc. Carbon footprints can be reduced through environmentally friendly activities like car sharing, teleconferencing, electronic filing, job sharing, online training programs, online interviews for recruitment and selection, telecommuting and energy efficient office spaces etc.

2. REVIEW OF LITERATURE

Organizations are compared with the practice environmentally friendly activities to achieve sustainability due to concerns arising from the international environment.^[5] Green refers to environment. Going green means organizations should be environmentally conscious and indulge in Environmentally friendly activities.^[4,6] Green human resource management is the integration of environmental management into human resource management function.^[1] Corporates have started considering environmental aspects, while carrying out their business in order to cope up with international standards and to achieve sustainable development. International standards concerning environment such as ISO 14000, ISO 14001 that enable the organizations to design and

© The Author(s). 2021 Open Access This article is distributed under the terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and non-commercial reproduction in any medium, provided you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The Creative Commons Public Domain Dedication waiver (<http://creativecommons.org/publicdomain/zero/1.0/>) applies to the data made available in this article, unless otherwise stated.

environmental-friendly strategies in the global environment to achieve sustainable development.^[5] Organizations may fail to sustain in long run, if they consider their work environment for granted. Organizations can earn higher profits, if they integrate green human resource management practices into their organizational framework and thereby, sustainable development through a balanced growth can be achieved.^[7] Green Human Resource Management concept was initiated through integrating environmental considerations into human resource management functions. Significant contribution in the field of green human resource management is made by researchers worldwide to aware the youngsters as well as corporate about this concept of green Human Resource Management.^[1,4,8,9,10] This paper will discuss green human resource management as a tool to achieve sustainable development on the basis of existing literature available on green Human Resource Management.

3. DISCUSSION

Earth has been facing environmental disasters like was to nuclear explosions, toxic gas leaks, oil spills, chemical spills etc. Cutting down of trees to establish industries has led to increase environmental pollution day by day. All these are the results of human activities due to which our planet has to shoulder these worst disasters. Impact of these disasters can be felt up to 100 years or even more than that. "An environmental disaster is a disaster to the natural environment due to human activity which distinguishes it from the concept of natural disasters. It is also distinct from International acts of war such as nuclear bombings". So, there is great need to consider and check this environmental pollution. Legislations for environmental protection that were launched by government includes National green tribunal Act, 2010; The Air (Prevention and control of pollution) Act, 1981; The Water (Prevention and control of pollution) Act, 1974; Environmental Protection Act, 1986; The hazardous waste management regulations; Wildlife Protection Act, 1972; Forest conservation act, 1980; The biodiversity Act, 2002 etc. All these acts and towards protection of environment. However, mere formulation of law is not the only solution of any problem, their effective implementation is equally required. Government has formulated a number of laws as mentioned earlier. However, without proper monitoring the question of their contribution does not arise. So, steps should be taken to solve the environmental problems by effective monitoring for evaluation of these laws. As per the studies conducted by various researches, adoption of green human resource management practices leads to reduction in cost, achieve competitive advantage and sustainable development. Green human resource management practices have a significant impact on Sustainable performance of the organizations.^[11,13,14] Normal employees will have to be transferred into green employees to enhance sustainable and organizational performance. Green human resource management practices have a significant impact on green employee behaviour.^[8,14] So, it is the human resource only, which can help in achieving sustainability in the organizations. So, the effective implementation of green human resource management practices as per ISO 14000 standards can lead to sustainable development. Green movements, green human resource industrialization, sustainable development all these concepts are related to environmental protection and management to protect our planet.^[15] Steps should be taken to enable corporates to manufacture environmental-friendly

products and ISO 14001 and green audit are needed to evaluate or monitor it.

4. GREEN HUMAN RESOURCE MANAGEMENT AS A TOOL TO ACHIEVE SUSTAINABILITY

Green human resource management will help in developing a green workforce which will be environmentally aware as green employees are highly demanded in green economy. Green human resource management discuss on how to formulate human resource policies and practices, which may help in improving organizational environmental performance. Specific human resource philosophies, policies and practices could be initiated to address the environmental management. Green training refers to providing training to employees about the waste management and how to work effectively to increase environmental performance, which will help in transforming normal employees into green employees. Green printing can be applied to reduce the effect on environment. Preton software can be used to reduce the paper demand up to 50 percent without compromising the output quality.^[15] As highlighted in her paper a company having 1000 employee is can reduce the toner consumption by around 350 cartridges annually thereby carbon footprints can be reduced by 1.68 tons of carbon dioxide per year. Sealer solution for automatic printing of information can be used to form sealing in a secure manner. Its speed is also very high with 34000 pieces per hour. Employees ID cards are made of PVC which are difficult to recycle. So better material like PETG be used to produce cards which is 100% recyclable and creates less water and air pollution. Secret information on these cards can be perfectly disposed if PETG is used. As per the study conducted,^[16] environmental commitment ads to profile of the company. Green candidates are attracted to apply for jobs in such green companies by improving the environmental profile of the company.

5. CONCLUSION

In conclusion we can say that green human resource management practices are an effective tool of 21st century to achieve sustainability. It can help in improving environmental and sustainable performance of the organization. Environmental pollution and disasters as a result of human activities and it can only be reduced by human themselves. Green human resource is highly required to make the economy a green economy. Green workforce can be created by effective implementation of green human resource management practices and its proper monitoring we are ISO 14000 benchmark standards and green audit. So, corporates and governments are taking steps to achieve sustainable development. Green employee is attracted towards those companies having better environmental profile^[17] as they feel job security and many other benefits in green companies. Due to this reason, companies are engaging themselves in environmental management.^[18] National as well as international organizations are concerned about environmental issues and started adopting green human resource management tool to achieve sustainability and competitive advantage. So, aligning green human resource management with environmental programs is not a difficult task, only a strong willingness is needed at

organizational as well as individual level.

Acknowledgement

Nil

Funding

No funding was received to carry out this study.

REFERENCES

1. D.W.S. Renwick, T. Redman, S. Maguire, Green human resource management: a review and research agenda. *International Journal of Management Reviews*, 15(1) (2013) 1–14.
2. G. Mandip, Green HRM: People management commitment to environmental sustainability. *Research Journal of Recent Sciences*, 1 (2012) 244–252.
3. O. Gonzalez Benito, Environmental proactivity and business performance: an empirical analysis. *Omega, The International Journal of Management Science*, 33(1) (2006) 1–15.
4. C.J.C. Jabbour, F.A. Santos, M.S. Nagano, Environmental management system and human resource practices: Is there a link between them in four Brazilian companies?. *Journal of Cleaner Production*, 16(17) (2008) 1922–1925.
5. M. Ullah, Integrating environmental sustainability into human resource management: A Comprehensive Review on Green Human Resource Management, *Maghreb Review of Economics and Management*, 4(1) (2017) 6–22.
6. P. Kapil, Green HRM- Engaging human resource in reducing carbon footprint and enhancing sustainability: A Case study-based approach, *International Journal of Engineering Technology Science and Research*, 2(1) (2015) 5–14.
7. B. Daily, S. Huang, Achieving sustainability through attention to human resource factors in environmental management, *International Journal of Operations & Production Management*, 21(12), 1539–1552.
8. J. Dumont, J. Shen, X. Deng, Effects of Green HRM practices on Employee workplace green behaviour: The role of psychological green climate and Employee green values. *Human Resource Management*, 56(4) (2016) 613–627.
9. H.H.P. Opatha, A.A. Arulrajah, Green human resource management: Simplified general reflections. *International Business Research*, 7(8) (2014) 101–112.
10. C.J.C. Jabbour, How green are HRM practices, organizational culture, learning and team work: A Brazilian study. *Industrial and Commercial Training*, 43(2) (2011) 98–105.
11. A.A. Zaid, A.T. Bon, A.A.M. Jaaron, Green human resource management bundle practices and manufacturing organizations for performance optimization: A conceptual model, *International Journal of Engineering and Technology*, (2018).
12. A.A. Zaid, A.A.M. Jaaron, A.T. Bon, The impact of green human resource management and green supply chain management practices on sustainable performance: an empirical study, *Journal of Cleaner Production*, (2018).
13. A.A. Zaid, A.T. Bon, A.A.M. Jaaron, Green human resource management bundle practices and sustainable manufacturing performance: Understanding potential relationships, *International Conference on Industrial Engineering and Operations Management*, Dubai, UAE, (2020).
14. R. Chaudhary, Green human resource management and employee green behaviour: an empirical analysis, *Corporate Social Responsibility and Environmental Management*, 27(2) (2019) 630–641.
15. R. Verma, Green HRM Requirement of 21st Century, *International Journal of Recent Research in Commerce, Economics and Management (IJRRCEM)*, 2(2) (2015) 39–44.
16. G. Grolleau, N. Mzoughi, S. Pekovic, Green not (only) for profit: An Empirical Examination of the effect of environmental-related standards on employees' recruitment, *Resource and Energy Economics*, 34(1) (2012) 74–92.
17. M. Guerci, F. Montanari, A. Scapolan, A. Epifanio, Green and non-green recruitment practices for attracting job applicants: exploring independent and interactive effects, *The International Journal of Human Resource Management*, 27(2) (2016) 129–150.
18. S.Y. Malik, Y. Cao, Y.H. Mughal, G.M. Kundi, M.H. Mughal, T. Ramayah, Pathways towards sustainability in organizations: Empirical evidence on the role of green human resource management practices and green intellectual capital. *Sustainability*, 12(8) (2020).