



**A STUDY ON EVALUATING THE EFFECTIVENESS
OF GREEN HRM IN CREATING A POSITIVE CORPORATE
IMAGE**

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Abstract

The governments of many countries have mandated that enterprises and organisations implement environmental management programmes alongside their regular business operations because of the proliferation of environmental problems over the past few decades. Since the massive exploitation of natural resources is continuously destroying our environment, governments across the world have developed Environment Protection regulations to ensure that businesses and organisations everywhere adhere to them. Human Resource Management that emphasises environmental responsibility is a relatively new trend. In addition to traditional CSR initiatives, many modern organisations throughout the world have included "Green HR" policies as part of HRM to enhance workers' understanding of their roles in environmental management.

The university plays a unique part in both the community and the natural world. Green initiatives have been developed at several universities to aid environmentally conscious students and staff, although full green HRM policy adoption is unrealistic at this time. This study will aid in identifying common green practises adopted by universities and colleges and in assessing the extent to which Green HRM practises are being implemented there. The university, which has a duty to take steps to preserve the natural world.

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1. INTRODUCTION

The expectations of customers and workers, as well as the prospect of further environmental change, will soon force businesses to take "green" concerns into account. As we enter an era of development again, eco-friendly groups will rise to prominence. Green human resources is not simply about keeping good workers and doing less harm to the environment. Green HR consists of two fundamental components: ecologically responsible HR practises and knowledge capital preservation.

Most people think that "Green HR" means doing things like doing more meetings and interviews online instead than using paper. In light of the present state of the economy, the most crucial aspect of this definition is the rediscovery of previously lost expertise. When circumstances are rough, businesses often make the mistake of laying off employees without considering the long-term consequences of doing so.

OBJECTIVES OF THE STUDY

- To study the effectiveness of green HRM in creating a positive corporate image
- To what degree and how HR policies and practises may help organisations enhance their environmental performance.
- The HR professional's role in environmental management.
- Shifting attitudes and behaviours in the workplace around environmental problems.

LIMITATIONS OF THE STUDY

There are limits on the validity of every research. There were also certain restrictions on my research that I was unable to overcome.

- The study only included a few of participants.
- Respondents' time restrictions mean there's room for this report to be better.
- Most respondents did not take their time filling out the questionnaire, making it difficult to keep their attention spans.

- Due to the small sample size, the findings are presented as a % in order to maintain some semblance of professionalism.

2. METHODOLOGY ADOPTED (Research design)

- Primary and secondary sources are used in research. Due to the complexity of the topic, a variety of scholarly articles were read; thus, secondary data was relied upon more heavily than primary.
- A research design is the comprehensive plan that serves as the road map for accomplishing the study's aims. There are a lot of decisions that need to be made all at once while designing a research study. Choosing a study method is crucial since it will dictate how data will be collected.
- Making ensuring everything fits together is part of the design process. Finding the right balance between your research's overarching goals, methodological framework, and operational strategies is an iterative process.

LITERATURE REVIEW

“Magna Carta” June 2010

Defending and improving the human environment for present and future generations was declared an urgent goal of mankind during the first United Nations (International) Conference on the Human Environment, held in Stockholm in June 2010. Green HRM will assist enterprises promote awareness and support for environmental concerns by incorporating it into management principles, HR rules, employee education and training, and the enforcement of environmental legislation. Green HRM will assist employers and manufacturers in image and brand building while also adjusting perceptions on waste management, pollution, and societal benefit by carefully embracing the ISO 14000 standards and environmental audit.

Wehrmeyer, 2012

Numerous components of the working atmosphere might be included in a general job description. These include environmental reporting responsibilities and health and safety duties, identifying employees who may be exposed to harmful substances or potential emissions, and matching individual characteristics with required environmental competencies, such as acquiring specialist competencies through new hires or training. It is widely acknowledged that new hires need some kind of orientation programme to help them learn about and respect the established norms and values of the business.

Fineman (2013),

Because the environment belongs to everyone and its destruction is a key matter of widespread moral concern, organisational actors bear the same level of responsibility as any other people. As a result, given their major impact in defining the behaviour of employees both inside and outside firms, HR professionals are being pushed to think critically about the possible ramifications of a passive position on the environment.

Malt Bolch (2018)

As his study reveals, human resources workers should have talks with employees and the general public about the ramifications of environmental activities, as this may fall to more than one department.

John Sullivan (2019) He claims in his article that everyone is thinking about

environmental concerns, thus a company's competitive edge in this area may help build its employer brand. When competing for available positions, it may be challenging to stand out from the throng. Green recruitment can help. Additionally, Millennials are concentrating on Green Hiring practises.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS:

Your company uses Green HRM practices? * To what extent the concept of paperless office is implemented in your organization?

AIM:

The Chi-square test is used to evaluate the relationship between using Green HRM practises and implementing a paperless office in the organisation.

TEST HYPOTHESIS:

Null hypothesis (Ho): There is no statistically significant relationship between using Green HRM practises and implementing a paperless office in the organisation.

Alternate hypothesis (H1): There is a statistically significant relationship between using Green HRM practises and implementing a paperless office in the organisation.

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square		4	.000
Likelihood Ratio	39.376 ^a	4	.000
Linear-by-Linear Association	44.313	1	.000
N of Valid Cases	.334 134		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.05.

INTERPRETATION

The findings indicate a statistically significant association between the use of Green HRM practices and the implementation of a paperless office in the organization, the value ($p < 0.001$) is less than 0.005. The results suggest that organizations that use Green HRM practices are more likely to implement a paperless office. Therefore, there is a significant association between these two variables.

As a result, the Null hypothesis (H0) is rejected and the Alternate hypothesis (H1) is accepted.

Your company uses Green HRM practices? * Adoption of Green Recruitment Process.

AIM:

The Chi-square test is used to evaluate the link between using Green HRM practises and implementing a Green Recruitment Process in a company.

TEST HYPOTHESIS:

Null hypothesis (Ho): There is no link between using Green HRM practises and implementing a Green Recruitment Process in a company.

Alternate hypothesis (H1): There is a link between using Green HRM practises and implementing a Green Recruitment Process in a company.

TABLE: Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	37.540 ^a	4	.000
Likelihood Ratio	43.442	4	.000
Linear-by-Linear Association	28.774	1	.000
N of Valid Cases	134		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.49.

INTERPRETATION

The findings indicate a statistically significant association between the use of Green HRM practises and the implementation of a Green Recruitment Process in a company, the value ($P < 0.001$) is less than 0.05. The results suggests that the adoption of Green Performance Appraisal is more likely to occur in organizations that use Green HRM practices. Therefore, there is a significant relationship between these two variables.

As a result, the Null hypothesis (H0) is rejected and the Alternate hypothesis (H1) is accepted.

Your company uses Green HRM practices? * Adoption of Green Performance Appraisal.

AIM:

The Chi-square test is used to determine the link between the application of Green Performance Appraisal and Green HRM practises in the company.

TEST HYPOTHESIS:

Null hypothesis (Ho): There is no statistically significant association between the implementation of Green Performance Appraisal and Green HRM practises in the company.

Alternate hypothesis (H1): There is a statistically significant association between the implementation of Green Performance Appraisal and Green HRM practises in the company.

TABLE: Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	31.478 ^a 33.042	4	.000
Likelihood Ratio		4	.000
Linear-by-Linear Association	.113 134	1	.000
N of Valid Cases			

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.87.

INTERPRETATION

The findings indicate that there is a statistically significant association between the implementation of Green Performance Appraisal and Green HRM practises in the company, the value ($P < 0.001$) is less than 0.05. Therefore, there is a significant relationship between these two variables.

As a result, the Null hypothesis (H0) is rejected and the Alternate hypothesis (H1) is accepted.

ONE-WAY ANOVA

AIM:

One-way ANOVA test is executed to investigate the potential influence of Green HRM on organizational prestige, job seekers application decisions, and the extent of paperless office implementation in organizations.

TEST HYPOTHESIS:

Hypothesis 1:

Null hypothesis (Ho): The concept of Green HRM has no major impact on organisational prestige.

Alternate hypothesis (H1): The concept of Green HRM has a major impact on organisational prestige.

Hypothesis 2:

Null hypothesis (Ho): Green HRM has no major influence on job seekers to pursue job applications.

Alternate hypothesis (H1): Green HRM has a major influence on job seekers to pursue job applications.

Hypothesis 3:

Null hypothesis (Ho): The implementation of a paperless office is not widespread in organizations.

Alternate hypothesis (H1): The implementation of a paperless office is widespread in organizations.

TABLE: ONE WAY ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	
Do you think the concept of Green HRM affect or can influence organization prestige?	Between Groups	47.685	1	47.685	41.848	.000
	Within Groups	150.412	132	1.139		
	Total	198.097	133			
What is your opinion about GHRM	Between Groups	53.468	1	53.468	52.331	.000
	Within Groups	134.868	132	1.022		
	Total					

influencing job seekers to pursue job application?	188.336	133				
Between Groups	30.262	1	30.262	18.578	.000	
To what extend the concept of paperless office is implemented in your organization?	215.022	132	1.629			
Within Groups	215.022	132	1.629			
Total	245.284	133				

INTERPRETATION:

For hypothesis 1,2&3:

The findings indicate that there is a statistically significant relationship among the factors, the value ($p > 0.001$) is lesser than 0.05 for all the questions. The ANOVA results indicate that the concept of Green HRM can significantly affect organizational prestige, Green HRM can significantly influence job seekers application decisions, the implementation of a paperless office is not widespread in organizations.

In conclusion, this analysis highlights the potential benefits of Green HRM practices for organizations in terms of their prestige and attracting job applicants. Additionally, it emphasizes the need for organizations to adopt more paperless office practices to reduce their environmental impact and enhance operational efficiency.

As a result, we reject the null hypothesis (H0) and accept the alternative hypothesis (H1).

AIM:

The One-way ANOVA analysis is executed to investigate the most attractive Green HRM practices in an organization and the best practice for going green that can be implemented.

TEST HYPOTHESIS:

Hypothesis 1:

Null Hypothesis (Ho): The most attractive Green HRM practices in the organization do not significantly differ.

Alternate Hypothesis (H1): The most attractive Green HRM practices in the organization significantly differ.

Hypothesis 2:

Null Hypothesis (Ho): The best practice for going Green cannot be identified.

Alternate Hypothesis (H1): The best practice for going Green can be identified.

TABLE: Oneway ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	
Most attractive GHRM Practices in your organization.	Between Groups	3.253	1	3.253	1.728	.191
	Within Groups	248.568	132	1.883		
	Total	251.821	133			
Best practice for going Green can be	Between Groups	5.705	1	5.705	6.902	.010
	Within Groups	109.109	132	.827		
	Total	114.813	133			

INTERPRETATION

FOR HYPOTHESIS 1:

The results show that the most attractive Green HRM practices in the organization do not significantly differ ($p > 0.001$) is greater than 0.005. This finding suggests that the organization may need to explore different Green HRM practices to enhance their effectiveness and attractiveness. Therefore, there is no significant association between these two variables.

As a result, we accept the Null hypothesis (H0) while rejecting the Alternate hypothesis (H1).

FOR HYPOTHESIS 2:

The results show that the best practice for going Green can be identified ($p < 0.001$) is lesser than 0.005. This finding implies that the organization can identify the best practice for going Green and take initiatives to implement it, such as organizing training programs to increase awareness among employees. Therefore, there is a significant association between these two variables.

As a result, the Null hypothesis (H0) is rejected and the Alternate hypothesis (H1) is accepted.

3. CONCLUSION

Finally, we took a look at how Green HRM might influence or aid workers and their companies' approaches to environmental concerns. Employees pick it up in the workplace and in their personal lives. Employees' perspectives on the policies and practises at the company shift as a result. As a consequence, we should expect lower prices, more productivity, and more effective use of scarce natural resources. Seven of the world's ten most polluting cities are located in India, however the country's adoption of Green HRM has led to a decrease in carbon emissions, increased efficiency in resource use, and decreased energy consumption. Green HRM is a fantastic tool for preventing damage to the environment, which is something everyone

wants to see succeed. In conclusion, we may state.

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