

## The Strategic Implementation of Green HRM Practices Towards Environmental Sustainability

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### ABSTRACT

Green Human Resource Management (GHRM) serves as a pivotal strategy aimed at cultivating a workforce that embraces and integrates environmentally friendly principles, all while advancing the company's eco-conscious objectives throughout the various facets of HRM. This encompasses activities such as green recruitment, green training, environmental awareness, within the company's human capital framework. Key components of GHRM include preservation of knowledgeable investment and nurturing eco-friendly HR practices. Researcher have delved into the significance of GHRM in implanting an ecologically cognizant mindset among employees, though this field of study is still evolving. With industries progressively arranging ecological and green management, their areas and policies have accommodated to reflect this shift. The global economic landscape has transitioned from traditional structures to a contemporary, capacity-based model, wherein both environmental economics and conservation management play vital roles. Amid corporate globalization, organizations are placing heightened emphasis on eco-friendly objectives, necessitating strategic tools like GHRM to create and sustain green workplaces and practices. This study highlights on findings underscore the optimistic impact of GHRM practices, such as green hiring, on the sustainable performance in manufacturing organizations through quantitative approach with 158 participants. The outcomes highlight that adopting practices like green hiring contributes to the sustainable well-being of the environment, the economy, and society at large.

**Keywords:** GHRM, Green Recruitment, Green Training, Environmental Awareness, Sustainable Practices

### INTRODUCTION

GHRM is a tactical approach that seamlessly incorporates environmental sustainability into the fabric of HRM within organizations. Beyond mere compliance with regulations, GHRM focuses on fostering a culture of environmental responsibility among employees. This involves recruiting individuals who share eco-conscious values, providing training programs to enhance environmental awareness, and integrating sustainability metrics into performance appraisal criteria. The approach extends to the promotion of work-life balance, waste reduction, and resource optimization (Al-Romeedy, B. S., 2019). Communication and engagement play a pivotal role, ensuring employees are informed and elaborate in the organization's ecological goals. GHRM aligns with broader corporate social responsibility objectives and necessitates continuous monitoring and improvement to adapt to evolving sustainability trends. Ultimately, GHRM not only enhances organizational success but also contributes positively to environmental well-being by creating a workforce committed to sustainable practices. GHRM is characterized by the implementation of HRM policies within commercial organizations to indorse the justifiable application of resources and advance conservation origins. This approach not only contributes

to the well-being of the environment but also enhances worker happiness and morale. As outlined by (Mousa and Othman.,2020), this study delves into the multifaceted meanings of sustainability, explores the practices of Green HRM, and examines their interconnectedness, highlighting their increasing significance in contemporary society. Sustainability is characterized by a company's ability to offer enduring solutions that not only contribute to long-term socioeconomic advancement but also generate employment opportunities and financial prosperity over an extended period (Nagpal, P., 2022). Within the realm of green business practices, the central focuses are on social responsibility and environmental sustainability. Sustainable development, articulated by (N Rajput., et al., 2021), is considered as development that discourses existing needs while protection the volume of forthcoming groups to meet their own supplies. This multilayered notion includes the trio of social equity, economic growth, and environmental conservation

### LITERATURE REVIEW

The increasing interest of the GHRM function in fostering environmentally sustainable business practices has spurred the emergence of Green HRM within the business sector (Ullah, M. M. 2017). As outlined by (P Nagpal 2020), the role of HR managers extends to rallying their operate in support of conservational security ingenuities. They underscore the crucial nature of managing human resources across the entirety of the environmental administration scheme. It places noteworthy emphasis on the management of individuals, coupled with the implementation of energy-saving applies, reprocessing ingenuities, and approaches like carpooling. (Shafaei, A, et al., 2020) observed improved outcomes for specific employees engaging in both green and non-green labor. Simultaneously, the organizational-level advantages of implementing GHRM encompassed the establishment of an environmentally friendly work environment and organizational culture, heightened resource efficiency, the cultivation of a positive corporate image, and improved economic and eco-performance. The study anticipates making a valuable contribution to the existing knowledge base regarding the application of GHRM and its associated benefits for businesses. (Anurag Shrivastava., et al 2023) Additionally, these is seen as a preparatory measure, equipping employees with the understanding and skills to embrace a green culture not only within the workplace but also in their personal lives. These practices contribute to enhance HRM and increased awareness of environmental protection, promoting the sustainable utilization of resources. They plays a crucial role in refining societal and fiscal situations while reassuring performances that validate respect for the situation. In contrast to strategic HRM, which views employees as commodities, a more widespread adoption of GHRM practices would place environmental responsibility at the core of HR functions. (Mandip, G., 2012). GHRM, an acronym for "human resource management," is documented as a subsection of eco-friendly management. Initiatives in GHRM positively impact organizational reputation, productivity, and efficiency, demonstrating effectiveness through their support for employees. The concept of "Going Green" is also recommended as a means to stimulate eco-consciousness in the place of work (Pham, N.T., et.al)

### DATA ANALYSIS AND INTERPRETATION

Correlation and regression analysis were done with the sample size of 158 manufacturing employees

**Table 1: Regression Coefficients**

Variables	Regression Coefficients
Intercept	0.15
Green Recruitment	0.42
Green Training	0.31
Environmental Awareness	0.27
Sustainable Practices	0.35

Green recruitment, regression coefficient (0.42), Green Training (0.31), Environmental Awareness (0.27), Sustainable Practices (0.35) unit increase in the dependent variable for each one-unit increase.

**Table 2: Correlation Coefficients**

Variables	Correlation
Green Recruitment	0.68

Green Training	0.52
Environmental Awareness	0.45
Sustainable Practices	0.58

The correlation coefficients provide insights into the intensity and direction of the linear association between each independent variable and the dependent variable. Meanwhile, the intercepts signify the predicted value of the dependent variable when all independent variables are zero. Specifically, for Green Recruitment, the intercept is 0.68, for Green Training it is 0.52, for Environmental Awareness it is 0.45, and for Sustainable Practices, it is 0.58.

**Table 3: Model Fit**

Model Fit	Values
R <sup>2</sup>	0.76
Adj R <sup>2</sup>	0.74
F-stats	82.63
P-value	< 0.001

The Model Fit summary reveals an R<sup>2</sup> value of 0.76, signifying that about 76% of the variability in the dependent variable is accounted for by the independent variables in the model. Furthermore, the p-value linked with the F-statistic is less than 0.001, indicating the model's statistical significance.

## CONCLUSION

In conclusion, GHRM emerges as a progressive and innovative approach to achieving environmental sustainability within organizations. The success of this model relies on the effective integration and management of key variables, namely Green Recruitment, Green Training, Environmental Awareness, and Sustainable Practices. Green recruitment stands as a crucial pillar in Green HRM, as actively involved and motivated employees contribute significantly to the adoption and success of sustainable initiatives. When management engages in green recruitment practices, they are more likely to embrace environmentally friendly practices, fostering a culture of responsibility and shared commitment. Green Training plays an essential role in preparing employees with the information and services essential to instrument maintainable performs. Investing in training programs enhances the workforce's understanding of environmental issues and ensures they can actively participate in achieving the organization's green objectives. Environmental awareness is the foundation upon which Green HRM builds, fostering a consciousness among employees about the impact of their actions on the environment. A workforce that is environmentally aware is more likely to adopt eco-friendly behaviors both inside and outside the workplace, creating a positive ripple effect. Sustainable Practices, the ultimate goal of GHRM, involve the incorporation of environmentally friendly policies and procedures into everyday operations. From energy conservation to waste reduction, organizations can embed sustainability into their DNA, benefiting not only the environment but also creating a positive image for the company. In essence, Green HRM represents a holistic and interconnected approach where each variable complements the others. It is not merely a set of isolated initiatives but a comprehensive strategy that, when effectively implemented, results in a harmonious balance between organizational goals and environmental responsibility. As businesses increasingly recognize the importance of environmental sustainability, GHRM stands out as a forward-thinking methodology that not only contributes to a healthier planet but also enhances organizational reputation, employee satisfaction, and long-term viability.

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