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A Study On Impact Of Green Human Resource Management Practices On Employee's Towards Organizational Performance

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ABSTRACT

The major purpose of Green Human Resource Management is to create a workforce that recognizes, values, and implements green ideas while upholding the company's green goal in the Human Resource Management practice of hiring, selecting, training, developing, rewarding, and promoting the human capital of the company. Two key elements of green HR are the protection of intellectual capital and eco-friendly Human Resource practices. Numerous academics have examined the value of green HRM in fostering an environmentally conscious mindset among employees, although this area of study is still in its infancy. Businesses now place a higher priority on environmental management and green management, and they have aligned their goals and tactics to reflect this. As a result of the realities of corporate globalization, the economy has changed from a traditional banking and economic structure to a more modern, capacity-based one. In other words, it takes both environmental economics and environmental management into account. Green human resource management, which has received a lot of attention in corporate organizations, may be used effectively to maintain green workplaces and green practices, which will help to green organizational culture. For businesses to achieve their environmental objectives, such as going green, green HRM is a crucial strategic tool. The results of this study indicate that practices like green hiring have an impact on the sustainable performance of both public and commercial healthcare organizations. Data were acquired using a quantitative research approach. 500 persons, including representatives of both public and private healthcare services, participated in the survey. Partial least squares-structural equation modelling was used to analyze the data. Hiring green candidates benefits the performance of the environment, the economy, and society as a whole. This research benefits organizations by assisting them in applying GHRM techniques that support organizations in every way. Additionally, this research will be helpful to policymakers because it will

provide them a better understanding of how to promote GHRM practices and improve organizational sustainability.

Keywords: GHRM, Organizational Sustainability, Business, Environmental management, Green management, Hiring, Selecting, Training, Development.

I. INTRODUCTION

Green Human Resource Management, more commonly called as Green HRM is a vastly evolving field in countries after Globalization. It includes all the practices of Human Resource Management but with a different approach. This particular field of HRM deals with the goal of Sustainability. The aim is to fulfill and complete the goals of society without compromising the goals of company. Organizations are rapidly adapting the practice of Green HRM. The main agenda behind adapting this objective is to reduce the potential negative impact of energy consumption and pollution on the environment. All the different policies made under this discipline not only ease out the strategic management of the organization, but also contributes majorly to the organization's broader agenda of environmental issues. The idea and the term itself are in its emerging state but the concept of this practice is already becoming very vast already. It involves implementing Green, environment friendly practices by organizations to encouraging the employees to use the practices in their daily lives as well as creating the awareness worldwide. Adapting the practices and Policies of Green HRM are also helping the organizations in gaining one thing that the owners are thriving for, The Competitive Advantage. The organizations adapting to the concept are not only succeeding in minimizing their carbon footprints, but also has helped in areas including increased employee motivation, performance and engagement. This particular practice also helps the leaders in attracting young and better talent for their organizations.

IMPORTANCE OF GREEN HRM

Most recent twenty years of this century have seen a consistent agreement for the need of a sensible natural administration drive everywhere. This work was attempted since the harming impacts of various poisons among which the modern squanders being the significant guilty party that has been crumbling and exhausting our normal assets exceptionally quick has been clear. The Green HRM can impact the environment:

1. To limit a worldwide temperature alteration.
2. To limit catastrophic events.
3. Unsafe and eager use of normal assets for creation and utilization.

BENEFITS OF GREEN HRM

As discussed above, Green HRM has not only helped organizations i.e., the Employers meeting their sustainability goals but is also beneficial to the employees as well. The benefits from Green HRM are as listed below:

1. Organizations observe major increase in Sustainability
2. Huge reduction in Carbon Footprints of organizations as well as their employees on personal level.
3. Better Financial position of companies in Market.

II . NEED OF THE STUDY:

- Understanding the impact of Green HRM (Human Resource Management) practices is crucial as they influence employee behavior and overall organizational performance. Employees play a vital role in driving sustainability initiatives, and their active participation in green practices can enhance job satisfaction, motivation, and retention.
- Companies are progressively integrating eco-friendly practices to minimize their environmental footprint. Green HRM ensures that employees align with sustainability goals, fostering a culture of environmental responsibility within the organization.
- Sustainable HR practices improve operational efficiency, reduce resource waste, and build credibility for a brand. These factors collectively contribute to improved financial performance and long-term business success.
- Organizations with well-defined sustainability strategies benefit from Green HRM by embedding sustainability into core HR functions such as recruitment, training, and reward systems, thereby creating a more environmentally conscious workforce.
- Green HRM can also help businesses grow their market and improve their relationships with customers by improving their brand image and earning the trust of their customers. Furthermore, sustainable HRM practices enhance operational efficiency, lower costs, and contribute to the organization's long-term growth. With increasing pressure from stakeholders, regulatory bodies, and consumers to adopt sustainable business practices, integrating Green HRM is becoming an essential strategic move.

III. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE :

To study on impact of green HRM practices on employees towards organizational performance

SECONDARY OBJECTIVE :

1. To identify the views from employee's perspective towards the green HRM
2. To measure the effectiveness of green HRM practice in achieving environmental and sustainability
3. To assess the challenges faced by the employees while practicing green HRM
4. To study the concept of green HRM practices
5. To understand that how green HR policies and practices can improve the environmental performance of organization

IV . SCOPE OF THE STUDY

- 1.The study will explore green HRM influences employee motivation , job satisfaction , productivity and commitment to sustainability initiatives.
- 2.The study will primarily focus on organizations that have already implemented some form of green HRM which may exclude firms with no sustainability initiatives.
- 3.This study will focus on organizations that have adopted green HRM practices across various industries , including manufacturing , IT , banking and service sectors.
- 4.Green training programs can equip employees with the knowledge and skills to incorporate sustainable practices in their work.
- 5.Employees may feel more connected to the company's mission and proud to be part of an environmentally responsible organization.
6. Implementing green practices can enhance a company's reputation among environmentally conscious customers , attracting new client.

V . LIMITATIONS OF THE STUDY

1. Employee perception bias responses from employees may be influenced by personal opinions or reluctance to criticize their organizations sustainability efforts.
2. The effectiveness of green HRM strategies often takes years to organizational performance , whereas this study is conducted with in a limited time frame.

3.The study may not consider contextual culture , leadership and industry trends , which can influence the effectiveness of green HRM practices.

VI . REVIEW OF LITERATURE

- **Dr. Bhanupriya 2025** : This research examines an integrative model that takes into account the direct impact of GHRM practices on employees' behaviour . Workers' green behaviour should be properly evaluated, and their behaviour should be aligned with salary and promotions. Employees should be encouraged and motivated to participate in green initiatives and contribute to environmental management by their employers.
- **Dr. Priyanka Verma 2025** : Green HRM is an emerging concept in the field of management which explains the integration of environment friendly practices with HR department of the organization in order to achieve long lasting sustainable growth. This review paper gives you an insight on Green HRM practices for sustainable growth and higher retention of employee in the organization. The data is collected from secondary source such as research articles, case studies, whitepapers & internet websites. The present study also highlights the benefits of green HR practices to both employer & employee.

VII . RESEARCH METHODOLOGY

The type of research design adopted in this study is ANALYTICAL DESIGN

VIII . DATA COLLECTION : Secondary data

The secondary data was collected from company annual reports , documents, charts etc.

POPULATION AND SAMPLE:

The research was conducted with an organization and the sample for this research includes all the diploma and graduate employees of the Organization. The sample size for this Study is based on Morgan's sampling table which specifies the sample size is 217 when the population is 500. So, the optimal Sample Size is 217. employees at various levels.

MORGAN FORMULA FOR SAMPLE SIZE CALCULATION:

$$n = \frac{\chi^2 N p(1-p)}{e^2 (N-1) + \chi^2 p(1-p)}$$

$$N = 500$$

$$\chi^2$$

$$= 3.841$$

$$P = 0.5$$

$$E = 0.05$$

- * We want to calculate sample size for 500 population size (N)
- * At 95% confidence level with degree of freedom the chi-square value is (χ^2) = 3.841
- * Population proportion (P) = 0.5
- * At 95% confidence level the margin of error ϵ is 0.05

$$n = \frac{3.841 * 500 * 0.5 * 0.5}{((0.05)^2 * (500-1)) + (3.841 * 0.5 * 0.5)}$$

$$n = \frac{480.125}{2.20775}$$

$$= 217.4725 //$$

IX . TOOLS USED FOR RESEARCH:

- MANN- WHITNEY

X. DATA ANALYSIS:**TABLE SHOWING THE ENVIRONMENTAL PERFORMANCE OF THE RESPONDENTS**

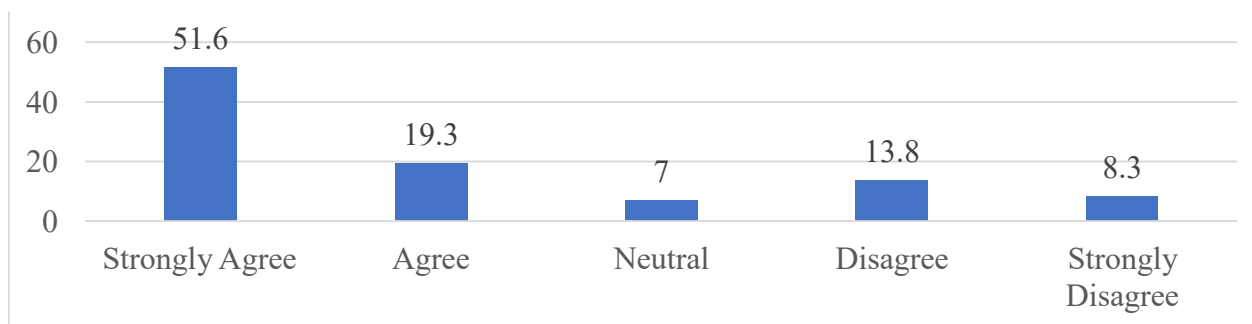
Sl.NO	PARTICULARS	NO. OF RESPONENT	PERCENTAGE
1.	Strongly agree	112	51.6
2.	Agree	42	19.3
3.	Neutral	15	7
4.	Disagree	30	13.8
5.	Strongly disagree	18	8.3
	TOTAL	217	100

FINDING:

From the above table it is found that 51.6 % of the respondents belong to the environmental performance of strongly agree , 19.3 % of the respondents belong to environmental performance of agree , 13.8 % of the respondents belong to the environmental performance of disagree , 8.3% of the respondents belong to the environmental performance of strongly disagree ,7 % of the respondents belong to the environmental performance of neutral.

INFERENCE :

It is inferred that 51.6 % of the respondents belong to environmental performance of strongly agree .

CHART SHOWING THE ENVIRONMENTAL PERFORMANCE OF THE RESPONDENTS

XI .TABLE SHOWING THE HR POLICIES OF THE RESPONDENTS

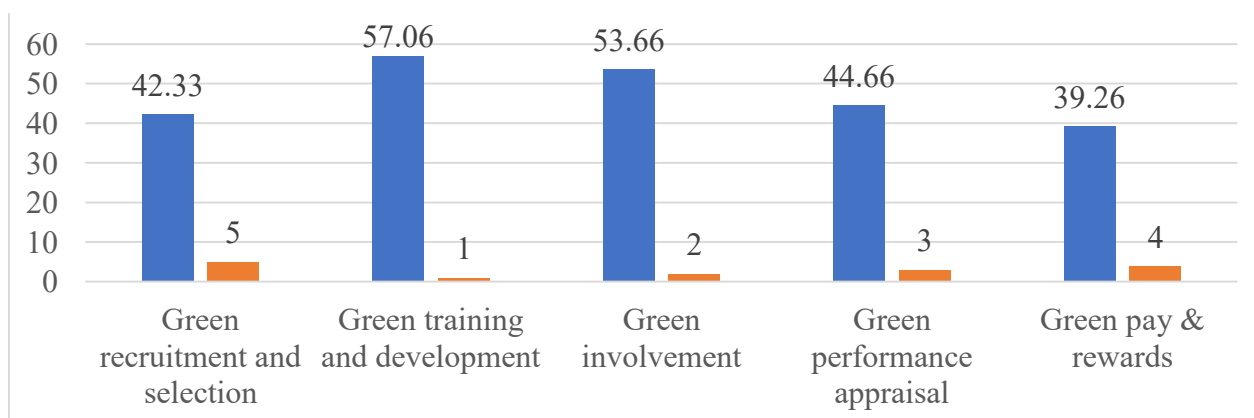
Factors	R1	R2	R3	R4	R5	Total	Rank
Green recruitment and selection	84	24	3	4	102	42.33	5
Green training and development	69	101	20	7	33	57.06	1
Green involvement	48	39	116	11	39	53.66	2
Green performance appraisal	56	31	18	100	12	44.66	3
Green pay & rewards	59	35	14	3	106	39.26	4

FINDINGS

From the above table it is found that 57.06 % of the respondents belong to the HR policies of green training and development , 53.66 % of the respondents belong to the HR policies of green involvement , 44.66 % of the respondents belong to the HR policies of green performance appraisal , 39.26 % of the respondents belong to the HR policies of green pay & rewards , 42.33 % of the respondents belong to the HR policies of green recruitment and selection .

INFERENCE

It is inferred that 57.06 % of the respondents belong to the HR policies of green training and development

CHART SHOWING THE HR POLICIES OF THE RESPONDENTS

XII . MANN – WHITNEY U TEST

Null hypothesis : There is no significant relationship between the work – life balance of the respondents and experience the impact of green human resource management.

Alternative hypothesis : There is significant significant relationship between the work – life balance of the respondents and experience the impact of green human resource management .

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
WORK – LIFE BALANCE OF THE RESPONDENTS	217	1.36	.608	1	3
EXPERIENCE OF THE RESPONDENTS	217	3.19	1.070	1	4

Test Statistics^b

	WORK – LIFE BALANCE OF THE RESPONDENTS
Mann-Whitney U	342.000
Wilcoxon W	777.000
Z	-.643
Asymp. Sig. (2-tailed)	.520
Monte Carlo Sig. (2-Sig. Confidence Lower Bound	.544 ^a
tailed) 95% Upper Bound	.478
Interval Confidence Lower Bound	.610
Monte Carlo Sig. (1-95% Upper Bound	.221
tailed)	.341

Interval	.281 ^a
Sig.	

FINDINGS:

1. The Mann- Whitney U test was conducted to examine if there is a significant difference between the work – life balance of impact of green human resource management .
2. Group 1(work – life balance) had 217 participants with a mean rank 1.36 and a descriptive statistics 0.608 .
3. Group 2(experience) had 217 participants with a mean rank 3.19 and a descriptive statistics 1.070.
4. The test statistics showed a Mann- Whitney U value of 342.000, a Wilcoxon W value of 777.000, and a Z-score of - 0.643.
5. The Asymptotic significance (2 – tailed) value , or p- value 0.520 .

INFERENCE:

It is inferred that the p- value (0.520) is greater than 0.05 , the test fails to reject the null hypothesis . Therefore, there is no significant difference between the conversion experience of work- life balance.

XIII. FINDINGS :

- It is inferred that 51.6 % of the respondents belong to environmental performance of strongly agree .
- It is inferred that 57.06 % of the respondents belong to the HR policies of green training and development
- It is inferred that the p- value (0.520) is greater than 0.05 , the test fails to reject the null hypothesis .

Therefore, there is no significant difference between the conversion experience of work- life balance.

XIV .SUGGESTION

- HR departments should revise their recruitment and selection practices to prioritize candidates with a proven track record or interest in sustainability.
- Continuous training is essential for promoting green behavior and building employee competencies in environmental management.

- Organizations should organize workshops , e- learning modules , and awareness campaigns focused on topics such as waste reduction , energy conservation , climate change , and sustainable work practices.
- An annual report that documents green HRM initiatives, employee involvement, sustainability outcomes, and future plans can serve as a tool for transparency and improvement

XV. CONCLUSION

Green HRM approaches have a significant and positive impact on employee attitudes, behaviours, and overall organizational performance at Olympia Tech Park, according to the study. Businesses may increase employee commitment, work happiness, and productivity while also contributing to environmental protection by integrating sustainability into HR procedures including hiring, training, performance reviews, and incentives. It demonstrates that when employees think their employer cares about the environment, they become more involved and devoted, which instantly boosts operational efficiency and brand recognition. Green HRM is therefore not only a moral obligation but also a strategic imperative in order to strike a balance between environmental goals and business performance. Green HRM practices are a powerful tool for creating environmentally friendly workplaces. In order to create a workforce that is both productive and ecologically conscious, Olympia Tech Park organizations should continue to explore innovative ideas and provide money for green projects. As companies prioritize sustainability, green HRM practices become a crucial tool for fostering environmentally conscious attitudes and behaviours. Both the company's ecological performance and employee satisfaction are improved by this. Future research should focus more on the mechanisms underlying these associations and explore potential moderating factors to better understand how Green HRM practices interact with sustainable outcomes.

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