# A STUDY OF DYNAMICS OF GREEN CONSCIOUSNESS OF EMPLOYEES

AUTHOR: ANITA VERMA, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE.

## ABSTRACT:

No matter what we do, the environment is all around us. Everyone should value saving the environment, even though human resource management practices have received a lot of attention for their role in improving an organization's ability to generate positive outcomes, it has been suggested that organizational-level results are too distant to accurately assess the impact of HRM practices on contextual and actual levels. Organizations now see the value of strengthening their social consciousness and sense of responsibility for the environment. Many organizations are offering their services for free to conduct business more sustainably. Biodiversity issues are getting worse day by day. As a result of accumulating evidence of environmental disturbance, there has been a steady rise in worldwide environmental awareness A green employee is committed to resolving environmental challenges by incorporating green practices into both his personal and professional life. Green HRM has received particular attention as a result of awareness and sustainable development in the field of environmental management.

 **Keywords: Human Resources, Green HRM, Environmental, Paperless, Green Buildings.**

## INTRODUCTION:

To target an organization's human resources who are environmentally sensitive in both their personal and professional lives, the term Green Human Resource Management (GHRM) refers to all activities and obligations involved in developing, pursuing, and maintaining such a system. The value of protecting the environment is increasing quickly everywhere. Nations should take all practical measures to prevent pollution and protect the environment in light of the severe environmental degradation. Due to the severe environmental degradation, nations should take all reasonable measures to prevent pollution and preserve their natural resources. As they obtain the resources they need, organizations are becoming more conscious of their responsibility to society. Because factories, businesses, and other commercial entities use natural resources excessively as raw materials, environmental contamination has risen. Greening protects an organization's natural resources, nurtures the environment, and reduces pollution of the atmosphere. Green Human Resource Management (GHRM)includes particular human resource practices and regulations that are in line with the pillars of sustainability. GHRM refers to all activities and responsibilities involved in creating, maintaining, and extending a framework that targets an organization's human resource, environment-conscious in their personal and professional lives. This study takes into account green behavior at the individual level regarding HRM interventions.

## LITERATURE REVIEW:

An ecologically conscious, resource-wise, and socially responsible workplace is referred to as "green" **Sathyapriya, Kanimozhi & Adhilakshmi (2014).** Many firms may empower their employees to achieve environmental sustainability goals by utilizing efficient human resource management (HRM) techniques, **Paille, Chen, Boiral & Jin (2013).** Since individual performance serves as a bridge between organizational performance and HRM, it becomes sensitive to take a closer look at the impact of HRM innovations on this level of performance **Guest (1997).** In essence, green HRM supports the paradigmatic understanding of the "triple-bottom-line" idea. According to **Renwick et al. (2013),** the green HRM region is still very new to the body of knowledge. Given the significance of economic development in Asia, the literature in the field of green HRM is primarily Western-focused, which creates a significant gap in the body of knowledge study agenda, process model, green scope, and coverage are all included in the gap, **Muster & Schrader (2011)** entails making steadfast way-of-life adjustments that will enable a person to live sustainably.

Green consciousness seeks to alter people's mindsets so they can take action to protect the environment. People tend to become green-conscious when the green concept alters human consciousness. Environmentally conscious people have diverse perspectives on the world. **Silverstein, (2016).** By changing their regular routines to the most sustainable ones, individuals can promote environmental awareness. **Silverstein, (2016).** To conserve water for future generations, individuals should reduce water waste or create lakes. Just making a concerted, coordinated effort to live sustainably can benefit people and the environment. **Silverstein, (2016).** Going green has a good effect on the environment for businesses. Businesses all across the world are gradually responding to customer demand and a worldwide responsibility to go green. Additionally, as contemporary consumers value companies that support environmental causes, being environmentally friendly helps businesses draw in more and repeat clients. Through the use of ecologically friendly items, consumers are more likely to assume some responsibility for reducing environmental damage. **Aggarwal & Sharma, (2015).** Organizations must encourage employees to embrace eco-friendly principles and behaviors in all aspects of their lives **Datta, (2015).**

## STUDY OBJECTIVES:

1. To become familiar with the concepts that underpin strategies for green consciousness.

2. To gain knowledge on developments in green consciousness.

3. To understand cutting-edge strategies for green consciousness.

4. To examine methods for spreading green consciousness.

**MAGNITUDES OF GREEN CONSCIOUSNESS:** The various dimensions of green consciousness are as follows:

### 1. Green Employee:

When using the natural environment, the conservationist becomes extremely watchful. In other words, to protect the natural world for future generations, he or she uses it sparingly. The use of unattractive and dangerous substances as well as environmental waste is avoided (or minimized) by non-polluters. An employee becomes an advocate for actions and results that imperil the planet or earth on which humans live. In other words, intentionally making parks and other places with gardens, trees, and grass. The tasks an employee must complete to become green are referred to collectively as being a nature-lover or eco-activist.

• Does he turn off his computer after work is done?

• Does he use a mug as opposed to paper cups?

• Does he commute by public transportation, foot, or bicycle?

• Does he recycle any waste or trash produced at work?

To preserve it for future generations, use the natural environment as little as possible. Non-polluters avoid or minimize the use of unappealing and dangerous chemicals, as well as environmental wastage. One adopts a position as a supporter of behaviors and outcomes that endanger both humans and other species on the planet or the earth. By their very nature, conservationists protect the natural environment against harm, deterioration, and unfavorable change. to prolong it.

### 2. Green Human Resources (GHR):

Green Human Resources received particular focus in recent studies due to increased awareness and sustainable development in the field of environment management. In addition to increasing environmental awareness such as through waste reduction, the development of green HR also aims to promote the economic and social well-being of both individuals and organizations (such as through increased productivity and

work-life balance). A paradigmatic understanding of the triple-bottom-line idea is largely supported by green HRM.

## 3. Green Training and Development:

The development of employees' attitudes, behaviors, knowledge, and skills that stop the deterioration of attitudes, knowledge, and skills related to the environment falls under the category of "green training," which refers to training and development in this area, **Zoogah (2010)**. The development of the information and abilities required for innovation is a focus of training, which is seen as the process of preparing multi-talented workers, **Lieberman, (2010).** The effectiveness of the organization is also associated with employee development since training gives the skills and information necessary for workers to achieve organizational goals and objectives. To function well within the organization, personnel must be given the proper training. Through training, it is possible to provide employees the capacity to learn new things, which they may then utilize to innovate, improve performance, and make the company more competitive. A greater degree of association exists between exploratory learning and training organizations. A potential way to promote innovations inside an organization is through skill development and experiential learning **Zakaria, (2012).**

A sequence of educational activities designed to increase employees' knowledge and abilities is known as training and development. The purpose of training is to develop staff capabilities and environmental tool knowledge across all functional domains, **Trivedi, (2015).** To reduce paper use, training managers should employ case studies and other course materials more frequently online than in printed handouts, books, and brochures, **Hosain & Rahman, (2016).** Green training should encompass environmental issues like waste management, safety, health, and energy efficiency, **Trivedi, (2015).** Furthermore, it improves a worker's capacity to handle a variety of environmental problems, **Ahmad, (2015).** The strongest means of tying a person's interests to an enterprise is through these HR practices., **Ahmad, (2015).** Rewards and remuneration are potential elements in Green HRM that might be used to support environmental initiatives in businesses, **Hosain & Rahman, (2016).** For instance, a poll by CIPD/KPMG in the UK estimated that 8% of UK businesses gave various cash incentives to employees who practiced being environmentally friendly, **Phillips, (2007).** Employee relations are a component of HRM that deals with creating a positive employer-employee relationship. The partnership fosters staff motivation and confidence, which increases productivity **Ahmad, (2015).** It inspires the prevention of workplace issues that can have an impact on workers' performance. A steady and intangible asset, good employee relations are a basis of viable advantage for any organization **Hosain & Rahman, (2016).**

## 4. Green Learning:

Research that focuses on the constraints and challenges to efficient environmental training is desperately needed. Lack of commitment among leaders, top management, and employees, poor training for the job, inadequate trainee readiness, and other related issues are some of the factors that contribute to the need for the environmental training initiative **Wehrmeyer & Vickerstaff (1996).** For instance, research on training preparedness found that exposing employees to learning opportunities works best when they are highly motivated and psychologically open to learning **Goldstein & Ford (2001).** Therefore, the environmental training program's performance could be improved if the assessment of environmental learners' preparation is included. The success of the environmental training project might therefore be improved by including the assessment of environmental learning readiness.

## 5. Management of Green Human Resources:

Due to the constant environmental pollution produced by human-made factories, industries, and other organizations, the remaining resources of our planet may not be sufficient to meet the needs of future generations **Rugman & Verbeke (1998)**. Organizations are aware of their obligation to the environment from which they obtain resources in light of these worries. **Aggarwal & Sharma (2015).** By reducing pollution, maximizing the use of non-renewable resources, and directing activities ecologically sustainably, one can become more environmentally friendly **(1995).** According to **Lee (2009)**, "Green Management" is the process by which a company oversees all organizational operations and resources with a focus on environmental protection and sustainable living **Aggarwal & Sharma (2015).**

Researchers frequently discuss organizational greening, and several research studies have been done on the subject **Marcus, Fremeth (2009).** As a result, it became clear that implementing greening required the backing of human resource practices **Daily, Huang, (2001), Govindarajulu, Daily (2004).** In the management field, green HRM is a growing trend **Aggarwal & Sharma (2015). Aggarwal & Sharma, (2015).** Developing a green workforce that comprehends, values, implements green initiatives, and upholds its recruiting, hiring, training, compensating, developing, and promoting its people capital should all have green aims, **Mathapati, (2013).** GHRM also refers to the systems, procedures, and policies that help an organization become green for the benefit of its employees, customers, society, and the environment **Arulrajah (2014).** Reducing employee carbon footprint entails implementing environmentally friendly human resource (HR) practices that boost productivity, reduce costs, and increase employee involvement and retention. Supporting organizations by using electronic organizing, car-sharing, job-sharing, teleconferencing and online interviews, reprocessing, telecommuting, and online training **Gill Mandip (2012).** GHRM promotes HRM practices and policies in support of the company's larger environmental mission, which includes protecting and maintaining natural resources. Thus, GHRM is a process created to transform common workers into green, or environmentally conscious, workers. **Zoogah (2011)**. Green HRM aims to promote, uphold, and expand greening throughout each organization's workforce to maximize each employee's contribution.

## 6. Green HRM Practices:

It must be ensured the right employee green rules, procedures, and practices for an HRM function to be considered green, **Opatha & Arulrajah, (2014).** ecologically conscious HR practices improve productivity, cut expenses, and manage to create and foster an environment where employees are engaged, assisting organizations in operating in a sustainable and ecologically responsible manner. **Deshwal, (2015).** Green HRM is an innovative advancement of conventional HRM that may be incorporated into customary HRM operations **Ahmad, (2015)**. Ensuring that new hires are aware of the environmental culture of a business and can uphold their environmental ideals, recruitment practices can assist in good environmental management, The company uses less paper for all of its hiring and selection procedures by leveraging current technology. The amount of trash produced by printing resumes is greatly reduced thanks to companies' websites providing information about available positions and the ability to submit resumes there as well. Paperless behavioral observations, interviews, and presentations are also used in the selection processes.

## 7. Green Orientation and Performance Management (PM):

The socialization and induction processes can help new hires become more environmentally conscientious. Programs for orientation should show evidence of environmentally friendly working conditions. The process of introducing new employees to green perception is known as green orientation. Environmental management's effects are starting to trickle down to employees, used by managers to keep an eye on and assess workers' performance. PM wants to foster an atmosphere where employees can work successfully and efficiently and give their best. The issues of assessing environmental performance standards across various company units and obtaining reliable information on managers' environmental performance are presented by using PM in environmental management. Green goals, targets, and accountability should be acknowledged, and Managers' success in completing green results should be taken into account in appraisals, **Trivedi, (2015).** When particular green goals and responsibilities are incorporated into job descriptions, organizations can conduct a methodical performance review, which will result in a successful green performance management system.

## 8. Managing Employee Punishment in The Green Sector:

Organizations may require green disciplinary management techniques to ensure that employees behave sustainably at work to meet environmental goals. Several businesses recognized that discipline management is an instrument to accustom employees to the corporation's conservational operations. These businesses have fashioned a detailed code of bylaws that they enforce. According to the organization's environmental policy, staff should be concerned about environmental conservation, **Arulrajah, Opatha & Nawaratne (2016).**

### 9. Employee Green Awareness:

The green idea is a win-win strategy for the entire planet; thus, employee green consciousness is also important. Aside from supermarkets and pharmacies, this epidemic necessitates the temporary closure of all non-essential businesses worldwide in several different countries. Due to the lockdown of cities, employees who pose a high risk of infection have been advised to work remotely.

As a result of the world's rapid change, society is experiencing both benefits and drawbacks. Despite tremendous technological developments, several diseases, environmental pollution, and resource exploitation do serious harm to the next generation. Employees' awareness of environmental issues may alter their viewpoints and cause them to have a more loving attitude toward nature. They will seek out eco-friendly people in their daily lives as well as during their professional hours. People who care for their environment are crucial since it is necessary for their survival.

### 10. Green Work-Life Balance:

It is a developing idea in GHRM that underlines how employees can build environmentally conscious beliefs and attitudes in both their personal and professional lives. The linkages between personal contacts and work-life interactions form the foundation of the green work-life balance idea **Edwards & Rothbard, (2000).** By ensuring that people incorporate environmental ideals into both their professional and personal lives, it seeks to develop an environmentally conscious workforce **Datta, (2015).** This idea takes into account that employees are both producers and consumers, according to **Muster (2011).** For the organization to create sustainable value, it needs to integrate green work-life balance into its corporate goals and culture. Green work-life balance policies encourage productive connections between work and life, which promotes a balanced approach to green practices.

### 11. Green Workplace Behaviour:

Green behaviour, also known as pro-environmental behaviour, is an act with a positive impact on the environment, Employee Green Behaviour (EGB) is the deliberate action taken by workers at work to behave in an ecologically friendly way. It is essential for the development of green human capital in a business, Employees' concern for the environment will ultimately result in EGB. Stern (2000) defines "green behavior" as deliberate action that lessens the detrimental effects that human resource operations have on the environment. The idea of employee behavior identifies. The environmental perspective is added by EGB, which is an extension of employee behavior, **Chen, (2011).** EGB refers to the employees' deliberate attempts to act in an environmentally responsible way, **Tucker & Speirs, (2003).** The environmental performance of firms is significantly impacted by the perceptions and attitudes of employees toward the environment. **Küçükolu and Pnar (2015).**

### 12, Participation in Pro-Environmental Activities and Influencing Others:

It discusses how employees are educated and motivate individuals to reduce ecological hazards and participate in pro-environmental activities to influence others. While numerous parties are involved in these activities, only workers are taken into account in the definition. Such actions don't actually or immediately benefit the environment, but they will affect the bottom line in terms of the environment by affecting different organizational affiliates**.**

### 13. Taking Green Initiatives:

Behaviors in this group demonstrate the pioneering, imaginative lifeforce acting as the germ of a certain venture. These actions also include self-giving deeds. Theories of motivation are built around the factors that influence whether or not a person chooses to engage in specific conduct along with the level and tenacity of commitment established by **Deci and Ryan (1985).** An employee is driven to participate in EGB if they do so because it gives them a sense of autonomy or because they think the company will reward them.

## CONCLUSION:

Turning green entails protecting the planet's biological reserves, and way of life. Protection of human capital, along with their work and family lives, might therefore be referred to as Green HRM. Each individual should adjust their activities, attitude, and lifestyle to lessen the actions or behaviors that lead to environmental harm. Any activity a person engages in that promotes resource sustainability has a positive effect**.** Each person's small lifestyle adjustment helps to create a work environment that is environmentally friendly for us. Understanding the breadth and depth of green HRM in the process of converting organizations to green entities presents the biggest challenge for human resource professionals. In the end, this endeavour improves the organization's environmental performance. To put it another way, greening HRM operations will eventually help to reduce the organization's negative environmental effects and increase its positive environmental effects. The organization's environmental performance can be improved through investing in training and development, hiring, and learning. Therefore, it can be concluded that understanding the breadth and depth of green HRM practices by organizations is important and aids in their performance in terms of the environment.

### References Green Consciousness:

Albayrak, T., Aksoy, Ş. and Caber, M. (2013) 'The effect of environmental concern and skepticism on green purchase behaviour', Marketing Intelligence & Planning, Vol. 31, No. 1, pp.27–39.

Bohlen, G., Schlegelmilch, B.B. and Diamantopoulos, A. (1993) 'Measuring ecological concern: a multi-construct perspective', Journal of Marketing Management, Vol. 9, No. 4, pp.415–430.

Dunlap, R.E., Van Liere, K.D., Mertig, A.G. and Jones, R.E. (2000) 'New trends in measuring environmental attitudes: measuring endorsement of the new ecological paradigm: a revised NEP scale', Journal of Social Issues, Vol. 56, No. 3, pp.425–442.

Fryxell, G.E. and Lo, C.W. (2003) 'The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: an empirical examination of managers in China', Journal of Business Ethics, Vol. 46, No. 1, pp.45–69.

Gamba, R.J. and Oskamp, S. (1994) 'Factors influencing community residents' participation in commingled curbside recycling programs, Environment and Behaviour, Vol. 26, No. 5, pp.587–612.

Guglani, M. and Singh, T. (2014) 'An empirical study to assess the relationship between environmental consciousness and green purchasing decisions among youngsters', In PRIMA Publishing India Group, Vol. 5, No. 1, pp.21–29.

Gurău, C. and Ranchhod, A. (2005) 'International green marketing: a comparative study of British and Romanian firms', International Marketing Review, Vol. 22, No. 5, pp.547–561. Harris, P.G. (2006) 'Environmental perspectives and behaviour in China: synopsis and bibliography', Environment and Behaviour, Vol. 38, No. 1, pp.5–21.

Hartmann, P. and Apaolaza-Ibáñez, V. (2012) 'Consumer attitude and purchase intention toward green energy brands: the roles of psychological benefits and environmental concern', Journal of Business Research, Vol. 65, No. 9, pp.1254–1263.

H'Mida, S. (2009) 'Factors contributing in the formation of consumers' environmental consciousness and shaping green purchasing decisions', Computers & Industrial Engineering 2009, CIE 2009: International Conference, IEEE, pp.957–962.

Joshi, Y. and Rahman, Z. (2016) 'Predictors of young consumer's green purchase behaviour', Management of Environmental Quality: An International Journal, Vol. 27, No. 4, pp.452–472.

Kaiser, F.G., Wölfing, S. and Fuhrer, U. (1999) 'Environmental attitude and ecological behaviour', Journal of Environmental Psychology, Vol. 19, No. 1, pp.1–19. Kanchanapibul,

M., Lacka, E., Wang, X. and Chan, H.K. (2014) 'An empirical investigation of green purchase behaviour among the young generation', Journal of Cleaner Production, Vol. 66, pp.528–536.

Kang, G.D. and James, J. (2007) 'Revisiting the concept of a societal orientation: conceptualization and delineation', Journal of Business Ethics, Vol. 73, No. 3, pp.301–318. Khare, A. (2015) 'Antecedents to green buying behaviour: a study on consumers in an emerging economy', Marketing Intelligence & Planning, Vol. 33, No. 3, pp.309–329.

Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001) 'Targeting consumers who are willing to pay more for environmentally friendly products', Journal of Consumer Marketing, Vol. 18, No. 6, pp.503–520.

Lee, K. (2009) 'Gender differences in Hong Kong adolescent consumers' green purchasing behaviour', Journal of Consumer Marketing, Vol. 26, No. 2, pp.87–96.

Liobikienė, G. et al. (2016) 'Theory of planned behaviour approach to understand the green purchasing behaviour in the EU: a cross-cultural study', Ecological Economics, Vol. 125, pp.38–46.

Milfont, T.L. and Duckitt, J. (2010) 'The environmental attitudes inventory: a valid and reliable measure to assess the structure of environmental attitudes', Journal of Environmental Psychology, Vol. 30, No. 1, pp.80–94.

Mina Okada, E. and Mais, E.L. (2010) 'Framing the 'Green' alternative for environmentally conscious consumers', Sustainability Accounting, Management and Policy Journal, Vol. 1, No. 2, pp.222–234.

Mishal, A., Dubey, R., Gupta, O.K. and Luo, Z. (2017) 'Dynamics of environmental consciousness and green purchase behaviour: an empirical study', International Journal of Climate Change Strategies and Management, Vol. 9, No. 5, pp.682–706.

Mishra, P. and Sharma, P. (2014) 'Green marketing: challenges and opportunities for business', BVIMR Management Edge, Vol. 7, No. 1, pp.78–86.

Mostafa, M.M. (2007) 'A hierarchical analysis of the green consciousness of the Egyptian consumer', Psychology & Marketing, Vol. 24, No. 5, pp.445–473.

Mostafa, M.M. (2009) 'Shades of green: a psychographic segmentation of the green consumer in Kuwait using self-organizing maps', Expert Systems with Applications, Vol. 36, No. 8, pp.11030–11038.

Nguyen, T.N., Lobo, A. and Greenland, S. (2017) 'The influence of cultural values on green purchase behaviour', Marketing Intelligence & Planning, Vol. 35, No. 3, pp.377–396.

Noor, N.A.M., Muhammad, A., Kassim, A., Jamil, C.J.M., Mat, N., Mat, N. and Salleh, H.S. (2012) 'Creating green consumers: how environmental knowledge and environmental attitude lead to green purchase behaviour', International Journal of Arts & Sciences, Vol. 5, No. 1, pp.55–71.

Ottman, J.A., Stafford, E.R. and Hartman, C.L. (2006) 'Avoiding green marketing myopia: ways to improve consumer appeal for environmentally preferable products', Environment: Science and Policy for Sustainable Development, Vol. 48, No. 5, pp.22–36.

Peattie, K. (2010) 'Green consumption: behaviour and norms', Annual Review of Environment and Resources, Vol. 35, pp.195–228.

Schlegelmilch, B.B., Bohlen, G.M. and Diamantopoulos, A. (1996) 'The link between green purchasing decisions and measures of environmental consciousness', European Journal of Marketing, Vol. 30, No. 5, pp.35–55.

Scott, D. and Willits, F.K. (1994) 'Environmental attitudes and behaviour: a Pennsylvania survey', Environment and Behaviour, Vol. 26, No. 2, pp.239–260.

Sharma, K. and Bansal, M. (2013) 'Environmental consciousness, its antecedents and behavioural outcomes', Journal of Indian Business Research, Vol. 5, No. 3, pp.198–214.

Steg, L. and Vlek, C. (2009) 'Encouraging pro-environmental behaviour: an integrative review and research agenda', Journal of Environmental Psychology, Vol. 29, No. 3, pp.309–317.

Vicente-Molina, M.A., Fernández-Sáinz, A. and Izagirre-Olaizola, J. (2013) 'Environmental knowledge and other variables affecting pro-environmental behavior: comparison of university students from emerging and advanced countries', Journal of Cleaner Production, Vol. 61, pp.130–138.

Yadav, R. and Pathak, G.S. (2016) 'Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behaviour', Journal of Cleaner Production, Vol. 135, pp.732–739.

Zelezny, L.C. and Schultz, P.W. (2000) 'Psychology of promoting environmentalism: promoting environmentalism', Journal of Social Issues, Vol. 56, No. 3, pp.365–371.