

# A STUDY ON GREEN HRM PRACTICES AND ITS EFFECT ON ENVIRONMENTAL SUSTAINABILITY WITH REFERENCE TO GOODMAN PHARMACEUTICALS

Dr. S. Pougajendy<sup>1</sup>, Meenarohini . M<sup>2</sup>

<sup>1</sup> Professor, Department of Management Studies, Sri Manakula Vinayagar Engineering College (SMVEC), Pondicherry-605 107.

<sup>2</sup> MBA Student, Department of Management Studies, Sri Manakula Vinayagar Engineering College (SMVEC), Pondicherry-605 107.

## Abstract

*This analysis focuses on “Green HRM practices and its effect on environmental sustainability”. Green HRM is the evolving topic in current scenario. Human Resource function can be influential in facilitating a comprehensive approach for creating a practices towards sustainability. HR does have an important role in environmental sustainability, as it is the people who work for the Organization, who embrace and develop a particular culture and develop organisation. The corporate world is changing from business oriented financial outlook to a capability based organisation and green economy. As the world is moving towards green low-cost, the responsibility of corporate has expanded to go green. Green HRM attempts towards the development of eligibilities and organization culture by using mechanisms to achieve goals. The sample size which I have taken is 133 respondents. The sampling technique which is chosen for this project is convenience sampling. The findings from the project includes, The impact of GHRM has reduced the waste disposal and recycling technique basis.*

**Keywords:** Green HRM, Sustainable

*Development, Green Management Practices.*

## 1. INTRODUCTION

Green HRM is the apparent topic in present scenario for corporate. An organizations Human Resource can be powerful in smoothing a global approach for creating a culture of sustainability. The policy involves proceeding substitutes to the different functions of HR like recruitment, training and development, induction, conducting performance appraisal, and also determining employee compensation. Green advantages within HR form a broader form of corporate social responsibility. Green HR involves two requirements elements includes environment friendly HR practices and protection of Knowledge capital. The current scenario of corporation working and its impact on the environment has transferred the go green concept form just individual to corporations.

Green HRM and Sustainability are two different sides of coins which now a days are coincide together, this paper analysis with the synonym of Green HRM, Sustainability and their connection and key in today's scenario. Organizations are moving forward with sustainability and Green HRM. The HR function is decided positioned to assistance to both developing and implementation of Green strategies.

## OBJECTIVES

- To study the effect of Green HRM practices towards environmental performance of the pharmaceuticals.
- To study the employees opinion towards the firm environmental performance.

## 2. REVIEW OF LITERATURE

- A study by **Viola Muster, Ulf Schrader** , studied linkage of Green HRM with private life and green work life balance, which is two folded employees learn and practicing in their personal life. Green work life balance practices aims at balancing environment friendly policies at both private life and work life. Researcher found that green work life balance improves employees' satisfaction, motivation, and commitment towards sustainability. This leads to improvement in retention, attraction of workers and productivity in 2011.
- A study by **Gill Mandip** , developed a process model of HR practices which include in Green HRM. Researcher studied published articles of Green HRM and case study ITC limited is done. Green products, biodegradable paper, reducing carbon footprints, water conservation, and energy conservation are some of the sustainable practices in ITC in 2012.

- A study by **Nitin Nayak** , studied green HRD practices and innovative HRD skills. Researcher noted that when employees’ satisfaction level is high, production quality improves. They become more creative and it will increase the retention ratio. Researcher studied about transforming senior’s knowledge, which is helpful in developing personal as well as professional stage in 2014.
- A study by **Zoogah David B** ,studied the dynamics of Green HR behavior applies cognitive social theory of Green HRM. Initiation and maintenance of Green HRM behavior depends on managers’ expectancies, encoding, their interactionwith each other, self-regulations goals, values etc. Two theoretical models, behavioral and cognitive social information processing are taken in to consideration. The paper explains the HR managers response and preventive decision in 2011.

### 3. METHODOLOGY OF THE STUDY

Study is based on both, primary and secondary data. Primary data was collected using the structured questionnaire. Around 133 Respondents were selected through convenience sampling method from Puducherry city. Individual customer was categorized on the basis of demographics, based on the preference, Secondary data was collected through various research papers, websites and articles.

### 4. DATA ANALYSIS AND INTERPRETATIONS

Table.1. Showing the Multiple Regression

Analysis of the variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163 <sup>a</sup>	.027	.019	.865

- a. Predictors: (Constant), BP, BA, SP, BB, GI

#### INFERENCE:

There is a significant relationship for the the effect of Green HRM practices towards environmental performance of the pharmaceuticals.

Hence, null hypothesis is rejected..

**Table.2.** Showing the anova of the quality and the Knowledge imparted through the training session provided.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.680	1	2.680	3.581	.041 <sup>b</sup>
Residual	98.027	131	.748		
Total	100.707	132			

- a. Dependent Variable: Do you agree that, GHRM enhances the quality of overall organization?  
 b. Predictors: (Constant), Do you have training session designed to impart knowledge about green environment?

#### INFERENCE:

There is an association between the quality and the knowledge imparted through the training session provided.

Hence, null hypothesis is rejected.

#### FINDINGS

- 97.7% of the respondents agree the organization conducts meeting through videoconferencing and 2.3% of the respondents do not agree that the organization conducts meeting through video conferencing.
- 70 % of the respondents are agree, to the statement that various coloured bins that are used for the recycling and the segregation process included in the category.
- 87.8% of the respondents are highly satisfied that organization maintains the plastic free campus by taking several measures which it can reduce the plastic item in the campus.
- 86.5% of the respondents agree that ,due to GHRM, the stakeholders engagement increases in the organization.

## 5. CONCLUSION

- In Goodman Pharmaceuticals, the impact of GHRM is good, because,
- It has reduced the waste disposal and recycling technique basis and organizations are focusing on sustainability criteria.
- To contribute in pollution reduction is responsibility of organizations and they are genuinely moving towards sustainability.
- HR department is also involved in gaining sustainability in the organization.
- The efforts of HR managers, towards sustainability are Green HRM.
- Green HRM practices are the practices directed towards greening.

## REFERENCES

1. Shoeb Ahmad "Green Human Resource Management: Policies and practices" University of Ha, il 2.
2. Bangwal, Tiwari "Green HRM – A way to greening the environment" IOSR Journal of Business and Management (IOSR-JBM). E-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 12. Ver. I (Dec. 2015), PP 45-53 3.
3. Arulrajah, Nawaratne (2015) "Green Human Resource Management Practices: A Review" Sri Lankan Journal of Human Resource Management. Vol.5, No.1, 2015
4. Hosain, Rahman "Green Human Resource Management: A Theoretical Overview" IOSR Journal of Business and Management (IOSR-JBM). E-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 6. Ver. III (Jun. 2016), PP 54-59
5. G. Mandip, Green HRM: People management commitment to environmental sustainability, Research Journal of Recent Sciences, 1, 2012, 244-252.
6. D. Owen, Green Reporting: Accountancy and the Challenge of Nineties (London: Chapman and Hall, 1992).
7. B. F. Daily and S. C. Haung, Achieving sustainability through attention to human resource factors in environmental management, International Journal of Operations and Productions Management, 21(2), 2001, 1539- 1552.
8. Jalil, M.A. (2010). Sustainable development in Malaysia: A case study on household waste management, Journal of Sustainable Development
9. P. Saravanavel (2007), Research Methodology, Kitab Mahal.

10. Chinander, K. R. (2001). Aligning accountability and awareness for environmental performance in operations. Production and Operations Management, 10(3), 27. <http://dx.doi.org/10.1111/j.1937-5956.2001.tb00375.x>

11. Dechant K., & Altman, B. (1994). Environmental leadership: from compliance to competitive advantage. Academy of Management Executive, 8(3), 7-27.