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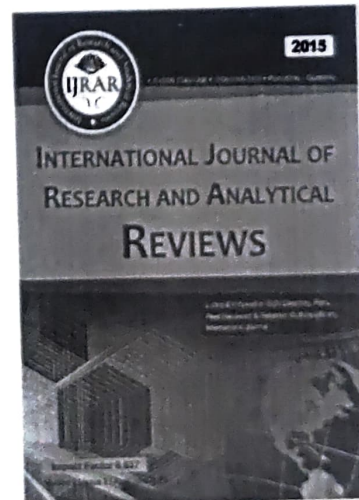
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A STUDY OF GREEN HUMAN RESOURCE PRACTICES AND ITS IMPACT ON ENVIRONMENTAL PERFORMANCE: AN OVER REVIEW

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ABSTRACT

The study elucidates that employees recruited on the basis of their environmental cognizance achieve higher grades of satisfaction when they are more involved in decisions and day to day operations. Moreover, this research proposes that organization who want to increase their employee performance should put emphasis on training as it motivates them to achieve higher performance levels. This research project will help managers to improve organizational performance and achieve the targeted goals. In the era of globalizations, environmental concerns have become a great threat to the earth and its mankind. Within this realm, the need to integrate environmental management into HRM termed as green HRM has gained augmented attention. Green HRM has gained augmented attention. Green HRM is a pronouncement which assists in creating green employees who can recognize and acknowledge green ethos in any organizational setup. However, employees' behaviour is a significant facet that can enhance organizational productivity and performance and G HRM has been conceptualized to influence employees' green behaviour.

Keywords: Green HRM, Green behaviour, Conceptual Framework

INTRODUCTION

GHRM is the HRM activities which enhance positive environmental outcomes by deciphering green policies into practice and creating sustainable culture in the organization. Thus, the need for integrating environmental management into HRM termed as GHRM has been validated by many scholars to promote and elicit employee's green behaviour for achieving organisation's desired goal. Each organisation has mixed employees with different physiognomies, concerns, passions, and perceptions, and they pursue varied practices in their daily living, which have divergent effects on the earth's ecology. However, in what ways and when GHRM influences employees' green behaviour at the workplace remains largely not know. Among others, the most widely used theory in predicting behaviour and intention is the theory of planned behaviour, which has recently been criticized for not including sufficient constructs in predicating intention and behaviour. However, scholars have argued that new constructs and relationships are continuously sought to improve the predictability of Theory of Planned Behaviour. The concern for the environment has become an increasing issue for organizations as they interact with both customers and workers. Employees themselves are often reported as a source of pressure for organizations to address environmental issues. Hence, the concept of Green Human Resource Management is the most prominent phenomenon for forward thinking businesses. A Green Human Resource Management is an environment friendly initiative towards better work efficiencies, lesser cost, and heightened employee engagement levels. Today the growing interest of HRM researchers have led them to undertake work which has an impact in enabling

organizations to have better environment initiatives. However, as yet there are a fewer number of reported studies on the impact of Green Human Resource management systems as a whole on either environmental outcomes or an organizational performance. Organizations adopt new strategies and policies ultimately for benefits, thus there is more need to focus on outcomes that are facilitating organizations by implementing Green Human Resource Management practices. The objective of this paper is to examine the impact of green human resources management practices on environmental performance.

LITERATURE REVIEW

'Being Green' is a very comprehensive procedure and organizations are accountable for ecological degradation. Realizing the adverse effect of ecological degradation on competitiveness and long term success of business, the need for going green has gained augmented importance to protect the earth from negative impacts. It has also been established that efficacious environmental management can be achieved through exceptional endeavours of Human Resource management. The green activities of Human Resource Management, which enhances positive environmental outcomes. Green Human Resources rehearses help with accomplishing green goals, all through the human asset administration process from enlistment to exit.

A company may enhance its aptitude by green environmental principles if it trains its employees. The focus on improvising green HR system in an organization will improve operational competency. Moreover the Ability-Motivation-Opportunity theory proposes that green HRM policies can enhance an organization's human capital by increasing employee capabilities which can be further interpreted to the firm's performance outcomes, for instance increased productivity, reduction in the wastage and consequently earning more profits. Green human resource initiatives are empirical platform for organizations to enhance their outcomes by both satisfying its employees and gaining customer loyalty by implementing GHR system onto their operations.

ENVIRONMENTAL PERFORMANCE

It consists of a managerial procedure that assists a firm to organize its green initiatives by hiring green aware people. Empowering and training them as they become vital for their organizations performance and rewarding them for performing green initiatives. In order to achieve a green goal, the organization must involve all of its employees in various work field and motivate them to independently adopt eco-initiatives. This will significantly empower the employees and their satisfaction level would be enhanced.

I. GREEN RECRUITMENT

The green recruitment process includes the hiring of green-aware candidates without the use of paper i.e. employee applications can be accepted on the web. Interviews can be made either on the telephone or online. The induction of green recruitment encourages the involvement of employees for monitoring of long term competency and informing employees about the green company-wide initiatives like reducing wastage and greenhouse gasses. This ultimately facilitates in improving environmental performance.

II. EMPLOYEE INVOLVEMENT

Employee involvement involves an organizational environment, which encourages the decisions and actions of its employees to promote green initiatives. The more the participation of employees the more the efficacious outcomes a business will achieve. Eco oriented employees can be further involved in the organizational activities by participating in knowledge sharing relating to

environmental constraints and the measures which must be taken to improve this dilemma. A firm hiring green employees would find its employees to be better involved in green goals of the organization.

III. JOB SATISFACTION

Job satisfaction is the content and commitment an employee has with his job and the sense of accomplishment they receive from it. Satisfied employees are more willing and encouraged for playing an active role in green programs. Satisfied employees feel responsible about the environment and show greater commitment to green initiatives and help in enhancing environmental performance. Satisfied employees tend to seek more interest in their tasks in comparison to those who are less satisfied with the work they do. This states that Job satisfaction will force employees to involve in green policies and reduce the damages made to the environment.

IV. GREEN REWARDS AND COMPENSATION

In the area of green job performance it is emphasized that employee is satisfied with green rewards and help establish environmental performance. It is briefly stated that green rewards lead to the highest level of job satisfaction which significantly enhances the environmental performance. Green rewards and compensation have a significant impact on employee satisfaction for eco-initiatives.

The usage of rewards and recognition on the basis of environmental performance places a positive impact on the motivation of employees to experiment green initiatives. Rewards are reinforcement to motivation and commit employees to be environmentally responsible. Reward system can be used systematically to motivate employees to perform desire behaviors so that both the company and its workers can get benefit from the program.

V. ENVIRONMENTAL TRAINING

In GHRM, training means to equip the employees with foundational skills as to teach them to collect waste data, to raise the level of eco-literacy, and environmental proficiency in the organization. Continual improvement can be achieved through continuous training.

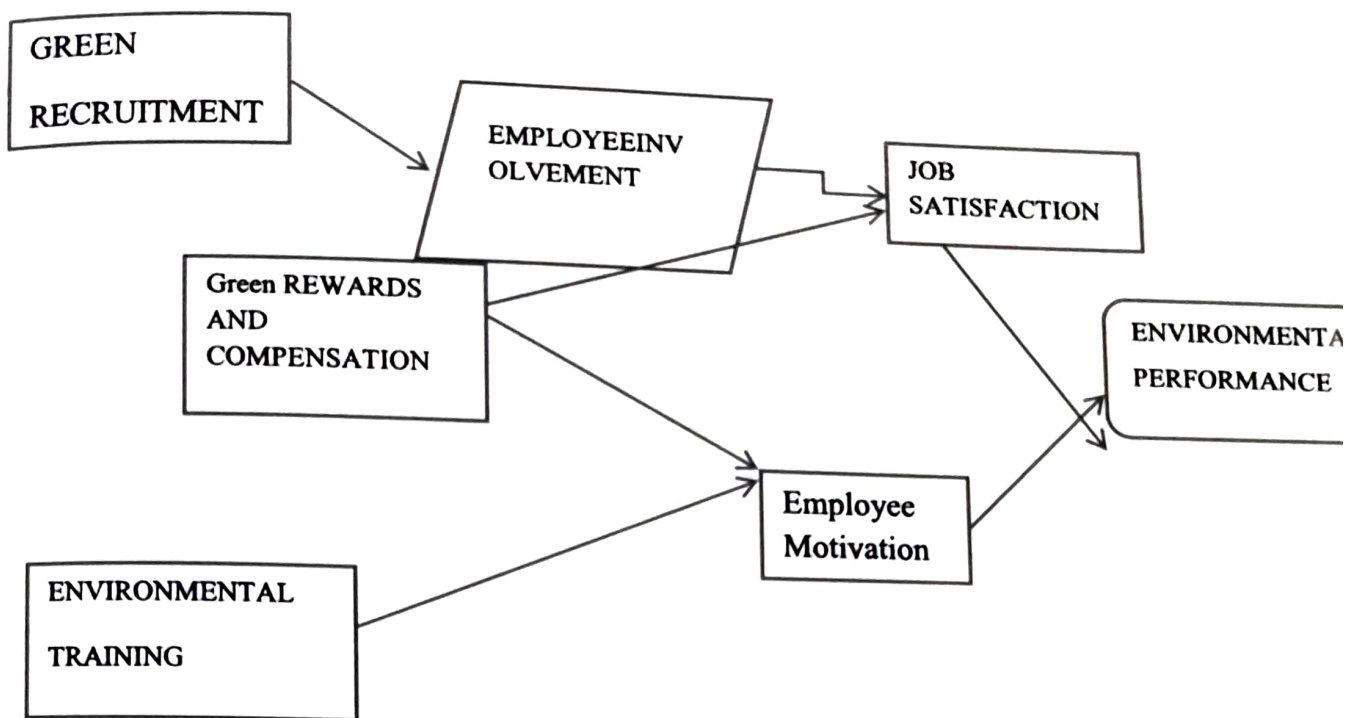
There is a need of environmental training for employee motivation to participate in environment friendly initiative. Training results in the acquisition of latest knowledge which ultimately motivates employees to perform better.

Training can be to prepare employees to meet the challenges and changes in the workplace, and to upgrade and refine their skills and motivates them to perform well.

VI. EMPLOYEE MOTIVATION

Employee motivation involves employee willingness to participate in environment friendly activities and exert a high effort to achieve organization's environmental goals. According to Barron motivation is considered to be fundamental concern of the modern organizational world of research. Motivating employees for environmental management not solely makes the company's focal point on negative environmental affects but also assures that responsibility has been allotted for acquiring credible environmental reputation. When employees are independently allowed to experiment green ideas they become motivated and establish the firm wide responsibility of environmental management.

CONCEPTUAL FRAMEWORK GREEN RECRUITMENT



VII. IMPLICATION

Managers will learn the significance of GHRM policies for both the environment and the organizations. The employers and practitioners can establish the usefulness of linking employee involvement and participation in environmental management programs to improve organizational environmental performance, like with a specific emphasis on waste management recycling, creating and offering eco-friendly products and services. When the organization aims to reduce the adverse effects of its operations on the environment and hires employees to work for the improvement of the environment, then it should keep reliance on its workforce. This study will benefit managers and employees to be more involved to perform and take up tasks and resolve environment related issues and will experience the various advantages of this initiative. This study also provides novel areas of research for researchers in GHRM who want to work in context of under developed countries.

CONCLUSION

Behaviour of employees is one of the challenging domains confronted by managers since employees possess diverse physiognomies, interests and perceptions. Employees follow various rehearses in their daily life, impacting nature differently by way of both negative and positive effects. The prime reason for failure of any organization is recognized to be the resistance of the employees to change their behaviour. However, studies have not yet established the mechanisms and circumstances that can influence green behaviour is significant for positive effects on the environment, enhanced productivity, sales growth, larger financial returns, and for a sustained source of competitive advantage for any organization irrespective of size, Moreover, employee's behaviour is believed to affect the environment negatively, so the same is to be tackled by influencing behaviour.

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