A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IMPLEMENTED IN CHENNAI

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ABSTRACT

Green Human Resource Management is a new trend in business organizations. This topic is giving awareness to the environmental pollution and Global warming. The study tracking the organizations which are practicing Green Human Resource Management, which helps to prevention from environmental pollution and Global warming. Green Human Resource Management is considering as one of the corporate social responsibility of the Business concerns. The research is based on both primary and secondary data. The study concludes that the Green HR practices implemented well but some practices is not much impressive in Chennai City

Key words: Green Human Resource Management, (GHRM), Green HR Practices, Green HRM

INTRODUCTION

Green Human Resource Management as a process is the combination of environmental management and Human resource management. Today’s organizations are paying more concentration on implementation of Green Human Resource Management as it is the growing concern of society as well as all stakeholders. It can create a positive image and bring competitive advantages for the organization which will help the organization to survive in long run fruitfully. It can also develop the capability of an organization to attain its missions and visions in effective & efficient manner. Green initiatives within Human Resource Management form part of wider programmers of corporate social responsibility.

DEFINING GREEN HRM

Green Human Resource Management as a term is used to all possible HR policies that could contribute to an organization’s environmental agenda. Green Human Resource is the use of Human Resource Management policies to promote the sustainable use of resources within business organizations.
OBJECTIVES

1. To study the concept of Green Human Resource Management.
2. To analyze the Green Human Resource Management practices implemented at Work Place.
4. To assess the challenges faced by the employees while practicing Green HRM.

STATEMENT OF THE PROBLEM

The study focuses only on the Green Human Resource Practices of the organisations which is implemented and followed by the workers and it identifies the effectiveness of Green HR Practices in the work place. The study helps to know how the Green HR practices develop reputation of the organizations.

HYPOTHESES FRAMED

1. There is no significant difference between Green HR practices and the working skill of the employees
2. Implementation of Green HR practices is not challenging one to employees.

RESEARCH METHODOLOGY

1. Collection of data:

   The research paper includes both primary and secondary data. The primary data were collected from the employees using a structured questionnaire. The secondary data were collected from published journals and websites.

2. Construction of Questionnaire:

   To assess the Green HRM were practiced by the employees, Likert’s five point scale is used with scales ranging as “Strongly agree, Agree, Neutral, Disagree, and Strongly Disagree”.

3. Sample size:

   Convenient Sampling method was used in the study for selecting the samples and the sample size for the study was twenty five.

4. Framework analysis:

   With a view of analyzing the data, percentage analysis and Pearson’s chi-square test were used. A master table was prepared for entering the responses of each respondent and small cross tables were made from the master table for analysis.

5. Period of study:

   The research was conducted during the period between July 2018 and August 2018.
6. Limitations of the study:
1. The selected sample size is too small when comparing to the population.
2. The research period is very less so, we have taken very important factor for the study.

REVIEW OF LITERATURE

Mohammad Main Uddin and Md. Rabiul Islam (2015) in their research paper titled “Green HRM: Goal Attainment through Environmental Sustainability”. The Journal of Nepalese Business studies, had conducted a research study on the process model of Green Human Resource Management from entry to exit. The researcher collected reviews from Articles published on Green Human Resource Management between 1996 and 2013. The study recommended that the proposes future researchers to fill the gap in the existing literatures by conducting empirical studies such as Green Human Resource Management practices in the manufacturing or service organizations.

Jie Shan, Jenny Dumont, Xin Deng (2016) in his paper captioned “Employees perceptions of Green Human Resource Management and Non-Green employee work out comes: The social Identity and stakeholder perspectives” has made study Analyzing the multisourced data reveal that perceived Green Human Resource Management influences these three non-green employee workplace outcomes through a motivational social and psychological process.

Aparna Jain (2016), in her research paper named, Green Human Resource Management concept in Indian Industries- present scenario. The aim of this journal is to elaborate on various green practices that can be incorporated for building a green work place. The researcher concluded that the green performance, green behaviours, green attitude and green competencies of human resources can be shaped and reshaped through adaption of green human resource management practices.

Shamima Kamili (2018) in their research paper named “Green HRM: Origin, Practices and Implications”. The aim of this article is to find the Green Human Resource Management practices and the role of Green Human Resource Management practices in going green. The researcher suggested some social implication of Green Human Resource Management practices for green organization.

GREEN HUMAN RESOURCE MANAGEMENT PRACTICES

- Electronic Filing
- Car sharing
- Job sharing
- Reduce business travel - Teleconference instead of travelling
- Virtual (Video) interview
- Go paperless
• Recycling
• Telecommuting
• Online Training
• Making double sided photocopies
• Donating / Discounting office furniture to employees or local charity.
• Energy efficient bulbs at work place
• Explore opportunities for implementing alternative energy sources

CHALLENGES TO GREEN HRM

The following are the challenges or limitations of practicing Green HRM in the organizations

• It is challenging one to measure the effectiveness of Green HR practices in employee’s activities.
• Emergent the culture of Green HRM in entire concern is an unmanageable and long process.
• It is complex to alter the behavior of employees in a diminutive of time.
• It can be costly for an organization to go green initially.

ANALYSIS AND INTERPRETATION:

The analysis is carried out as follows.
1. Relating Green HRM practices implemented with working skill of the employee
2. Relating Green HRM practices implemented with challenges faced by the employees.

1. PERCENTAGE ANALYSIS OF SOCIO-DEMOGRAPHIC VARIABLES:
The demographic variables of the respondents’ Viz., Gender, Age, Educational Qualification, and Annual Income have been used for analysis and simple average method has been adopted. From the table 1, it is inferred that there is a majority of employees between the age group of 25-35 years of age. The maximum number of respondents (64%) is male employees were practicing Green HRM in their organization. The Green HRM practices are mostly executed out by the UG (52%) and PG degree holders contributing (36%) each. The study reveals that employees Annual income are practicing Green HRM in (48%) high manner.

Table 1
SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
<th>S.no</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Age</td>
<td></td>
<td></td>
<td></td>
<td>b) Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Below-25</td>
<td>4</td>
<td>16</td>
<td>1</td>
<td>Male</td>
<td>16</td>
<td>64</td>
</tr>
<tr>
<td>2</td>
<td>25-35</td>
<td>11</td>
<td>44</td>
<td>2</td>
<td>Female</td>
<td>9</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>35-45</td>
<td>6</td>
<td>24</td>
<td></td>
<td>Total</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Above-45</td>
<td>4</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Educational qualification</td>
<td></td>
<td></td>
<td></td>
<td>d) Annual Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>UG</td>
<td>13</td>
<td>52</td>
<td>1</td>
<td>Below Rs 50,000</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>PG</td>
<td>9</td>
<td>36</td>
<td>2</td>
<td>Rs.1,50,000 – 3,00,000</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Professional</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>Rs.3,00,000 – 5,00,000</td>
<td>12</td>
<td>48</td>
</tr>
</tbody>
</table>
2. RELATING GREEN HRM PRACTICES IMPLEMENTED WITH WORKING SKILL OF THE EMPLOYEE

For measuring the green HRM practices the respondents (employees) the scales used are “Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree”. GHRM Practicing employees were asked to select Green practices implemented in their organization while working. There are nine Green HRM practices presently used by most of the organizations in Chennai city, namely Electronic filing, Car sharing, Job sharing, Tele conferencing, Virtual (video) interview, Recycling, Telecommuting, Online training and Donating/ Discounting office furniture to employees. The results of the same are presented in the table 3 which accepts the hypothesis “There is significant relationship between Green HRM practices and the working skill of the employees of the organization”.

<table>
<thead>
<tr>
<th></th>
<th>Others</th>
<th>1</th>
<th>4</th>
<th>4</th>
<th>Above 5,00,000</th>
<th>2</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>25</td>
<td>100</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table-2

<table>
<thead>
<tr>
<th>Table Value</th>
<th>d.f</th>
<th>Calculated Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-square</td>
<td>32.67</td>
<td>21</td>
<td>54.46</td>
<td>5 %</td>
</tr>
</tbody>
</table>

3. RELATING GREEN HRM PRACTICES IMPLEMENTED WITH CHALLENGES FACED BY THE EMPLOYEES.

The hypothesis framed to find the relationship is “There is no significant relationship between the challenges faced by the employees while practicing Green HRM’ divided into three factors”. Chi-square test is used to identify the relationship of challenges with employees practicing GHRM. The consolidated result of the chi-square test is shown in Table-3.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Challenge</th>
<th>Table Value</th>
<th>d.f</th>
<th>Calculated Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Extra training to use electronic device</td>
<td>41.34</td>
<td>28</td>
<td>31.54</td>
<td>5 per cent</td>
<td>Not Significant</td>
</tr>
<tr>
<td>2</td>
<td>Online training may not be effective</td>
<td>41.34</td>
<td>28</td>
<td>54.27</td>
<td>5 per cent</td>
<td>Significant</td>
</tr>
<tr>
<td>3</td>
<td>Without power supply Green practices is not possible</td>
<td>23.68</td>
<td>14</td>
<td>37.69</td>
<td>5 per cent</td>
<td>Significant</td>
</tr>
</tbody>
</table>

The results of the relationship between “challenges faced by the employees while practicing Green HRM’ divided into three factors”.” are presented in the table 3 that reveals the rejection of the hypothesis “H_0: There is no significant association between Green HRM practices implemented Vs challenges faced by the employees” except first challenge extra training to employee to use electronic device.

On the differing, the calculated value of challenges “Without power supply Green practices is not Possible” is less than the table value at 5% level of significance. Hence the null hypothesis is accepted and concluded that the challenge as without power supply Green practices is not possible is not significantly related to the Green HRM practices of the employees.
SUGGESTIONS:

The researcher suggested the following:

- Trained Green employees to be appointed specifically in every organization to get better working skill.
- Try to utilization of other source of energy, to practice Green HRM in organizations. (Solar energy etc.)
- Create awareness and motivation among the employees regarding Green practices.

CONCLUSION:

The study assessed the Green HRM practices of employees relating to their working skill of the employees, challenges while practicing Green HR practices features. The analysis part of the study revealed the challenges and working skill of the employees are significantly related to the Green HR practices except in case of the challenge extra training to use electrical device where it is insignificant. From the point of green HR practices of the employee, the working skill and challenges of the employees is significant. A number of suggestions were made on the basis of working skill and to reduce challenges of the employees and to increase the interest to practice Green HR. To create Environment Eco-friendly and Green HR practice as a corporate social responsibility. Thus the study concludes that the Green HR practices implemented well but some practices is not much impressive in Chennai City

SCOPE FOR FURTHER RESEARCH

- Solar energy uses in Green HRM practices in various organizations.
- Challenges and opportunities of Green HRM implementations in Institutions.

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