

A Study on Awareness of Green Human Resource Management and How Organisation Promote Green Advocacy

M. PRASAD RAO¹, ACHAL BURRI²

¹ Assistant professor, CMRIT, Kandlakoya

² Research student, CMRIT, Kandlakoya

Abstract— Green Human Resource Management is an approach the goal of GHRM is to align environmental sustainability into Human resource management and was first created with the intention of influencing workers' environmentally conscious actions. By bringing green initiative's into human resource practices the organization can bring a culture of environmental responsibility and manage human capital that supports eco friendly practices. This study also discusses the strategies for promoting green advocacy within organizations, what are the initiatives taken by organization towards sustainability and what is the role of HR professionals in driving sustainability initiatives and engaging employees in environmental stewardship. The purpose of this study is to examine the awareness of green HRM in an organization and how it supports green advocacy inside an organization. Data was collected from one hundred respondents. The respondents were selected using a reasonable sampling approach. To collect primary data, a standardised questionnaire was sent to the sample respondents.

Index Terms- Green Human Resource Management, environmental sustainability, eco-friendly practices, green initiatives, environmental responsibility, human capital management, green advocacy

I. INTRODUCTION

Environmental awareness and sustainability issues have raised to an unexpected degree across the world community. Several organizations from various sectors have adopted various sustainable practices in their organizational operations to promote sustainability in the past several decades as a response to environmental concerns. By incorporating eco-friendly and sustainable practices into HRM tasks, organizations may demonstrate a strategic alignment of environmental principles with organizational policies and procedures, a concept known as Green HRM. By encouraging a feeling of environmental

responsibility, GHRM actively works to improve eco-conscious behavior among its personnel. In addition to advancing environmental activism both inside and outside of the workplace, this will assist the organization's long-term viability.

As an extension of conventional HRM techniques, GHRM seeks to include environmental considerations into a range of HR operations, including employee engagement, training, hiring, and performance reviews. Organizations use GHRM to train employees to be environmentally conscious and to take an active role in reducing environmental effects both within and outside the workplace.

The goal of GHRM is to apply HRM techniques to promote environmentally sustainable practices and the efficient use of resources inside organizations. Green culture and the usage of assertive in the workplace may be fostered via HRM policy. It promotes environmentally friendly business practices that can raise employee morale.

The idea of "green advocacy" has become an effective method for encouraging improvement to the environment. Green advocacy is a broad term for a variety of actions aimed at inspiring behavior to protect environment, change public opinion, and increase the public's understanding of safeguarding the environment and understanding importance of sustainability.

In order to advance environmental activism within firms, green human resource management is crucial since it offers a path toward a holistic approach to sustainability. Organizations may enhance their environmental performance and foster an employee

feeling of environmental responsibility by integrating environmental considerations into HRM procedures. Through recruitment, training, performance appraisal, employee engagement, and community initiatives, GHRM empowers employees to become advocates for environmental change both within and outside the workplace.

II. REVIEW OF THE LITERATURE

Pooja Polpli (2014). Conducted research on green human resource practices in Nasik businesses. The goal was to find out if the firms in Nasik knew what Green HRM was and what steps they were doing to make their HR procedures and surroundings more environmentally friendly. The results showed that while most Nasik corporations are aware of the Green HR concept, which was proposed to assist them maintain a green environment, only a small number of businesses are unable to implement it in various HRM functional areas.

Parida et. al., (2015). Conducted a research to look at the different Green HRM policies and practices that IT companies have embraced and to see how aware employees are of these sustainable practices at work. The results showed that these businesses are using a variety of strategies for sustainable development, such as printing documents on both sides, using less paper, promoting carpooling, turning off lights and other energy-hungry appliances like air conditioning after 6 p.m., encouraging job applications online, holding video conferences for interviews, etc. The majority of the employees adopt these practices because they feel responsible for the environment, according to the data, which also showed that they are aware of them. The HR managers concurred that the company's profit share had increased as a result of GHRM regulations. The study found that program implementation and maintenance costs were the greatest obstacles to the adoption of sustainable policies.

Mishra (2017). Highlights the current state of green human resource practices, including environmental training, green hiring, performance reviews, employee involvement, and compensation. The results indicate that there is still room to fully utilize GHRM practices to encourage pro-environmental behavior in organizations. Data analyses also show that

departmental learning and top management support are essential for fostering green employee behavior.

III. RESEARCH METHODOLOGY

RESEARCH GAP

There are few research studies which had focus “on environmental behaviors’ at the individual employee level within the organization”. What practices organization initiates to promote advocacy and to what extent employees are aware of green human resource management is the research gap. In this study, the different initiatives and practices performed by organizations towards environment protection and promote advocacy, and level of green human resource management awareness is examined.

NEED FOR THE STUDY

The study of Green Human Resource Management is very important for today’s world. It helps organizations to identify the need for sustainable practices and integrate environmental concerns into various HR functions like recruitment, training, performance management, and employee engagement. By taking green initiatives into HR strategies, organization can bring a culture of environmental consciousness among its employees, it also reduces the carbon footprints of the company and promotes sustainability.

GHRM enhances employee commitment and morale by bringing company principles and personal beliefs into harmony, which helps to increase employee satisfaction and retention. Promoting green advocacy with not only benefits the organization but also the society and environment. The influence of GHRM programs exceeds corporate borders. Companies may increase their green advocacy through collaborations with environmental groups, community engagement, and involvement in sustainability projects.

PROBLEM STATEMENT

Limited knowledge about Green Human Resource Management (GHRM) is a difficulty for companies aiming to achieve environmental sustainability. Organizations find it difficult to successfully advance green advocacy campaigns in the absence of proper knowledge, which impedes the development of eco-friendly practices and social responsibility."

OBJECTIVES OF THE STUDY

1. To study the awareness of Green Human Resource Management in an organization.
2. To study how the organization promotes Green advocacy.

DATA COLLECTION:

I have collected the data using primary data collection method. Random sampling is the sample approach used in this study. The sample size for the study was 100 employees. An online survey was distributed to these staff members in order to gather data for evaluating their familiarity with green HRM practices and the ways in which their company supports environmental advocacy.

QUESTIONNAIRE MODEL:

Data is gathered using a well-structured questionnaire with simple questions. The survey consists of series of questions related to study and each question has multiple options.

HYPOTHESIS FRAMEWORK:

Null Hypothesis (H0):

There is no significant relationship between the awareness of Green Human Resource Management practices their promotion of green advocacy within an organization .

Alternative Hypothesis (H1):

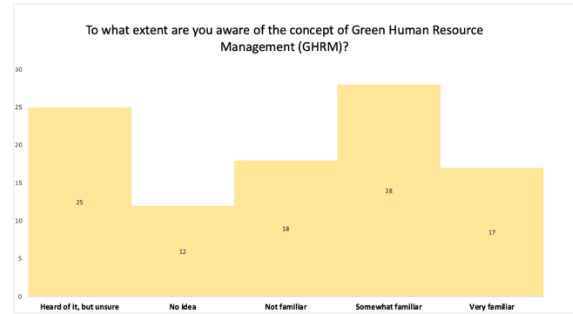
3. There is a significant relationship between the awareness of Green Human Resource Management practices and their promotion of green advocacy within an organization.

DATA ANALYSIS

Q1)

	Frequency	Percent	Cumulative Percent
Heard of it, but unsure	25	25.00%	25.00%
No idea	12	12.00%	37.00%
Not familiar	18	18.00%	55.00%
Somewhat familiar	28	28.00%	83.00%
Very familiar	17	17.00%	100.00%

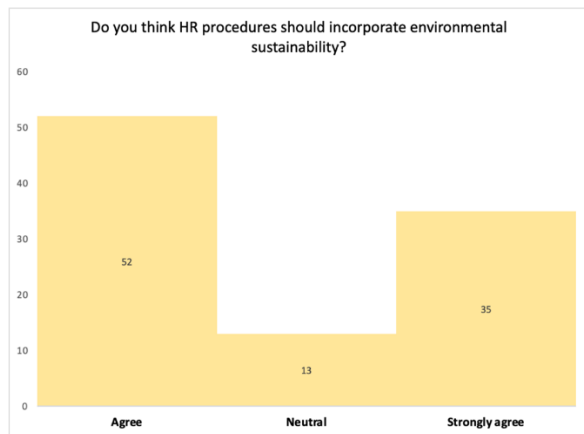
Grand Total	100	100.00%	
-------------	-----	---------	--



Interpretation : There are 25% of respondents who have heard about GHRM, but unsure about it and 12% of them have no idea about it. There are 18% who are not familiar about GHRM and 28% who are somewhat familiar and 17% who are very familiar about GHRM.

Q2)

	Frequency	Percent	Cumulative Percent
Agree	52	52.00%	52.00%
Neutral	13	13.00%	65.00%
Strongly agree	35	35.00%	100.00%
Grand Total	100	100.00%	

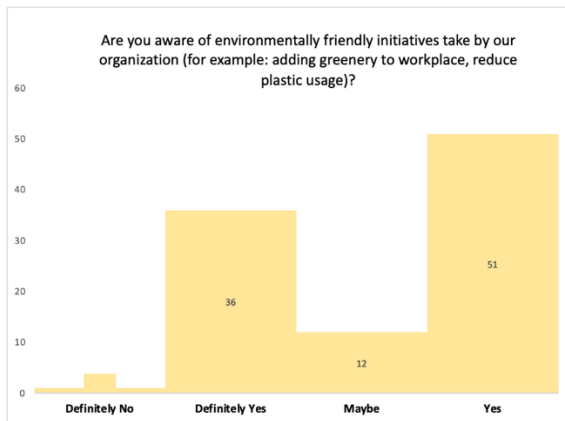


Interpretation : Majority of respondents i.e 52% agree that HR procedures should incorporate environmental sustainability and 35% people strongly agree to it and 13% are neutral, they neither agree nor disagree.

Q3)

	Frequency	Percent	Cumulative Percent
Definitely No	1	1.00%	1.00%
Definitely Yes	36	36.00%	37.00%
Maybe	12	12.00%	49.00%
Yes	51	51.00%	100.00%
Grand Total	100	100.00%	

Interpretation : There are 36% of respondents who are definitely aware of the initiatives taken by organisation and most of the respondents . 51% are aware about the environmentally friendly initiatives taken by the organisation. There are 12% who are neither aware nor unaware and 1% of respondents are unaware.

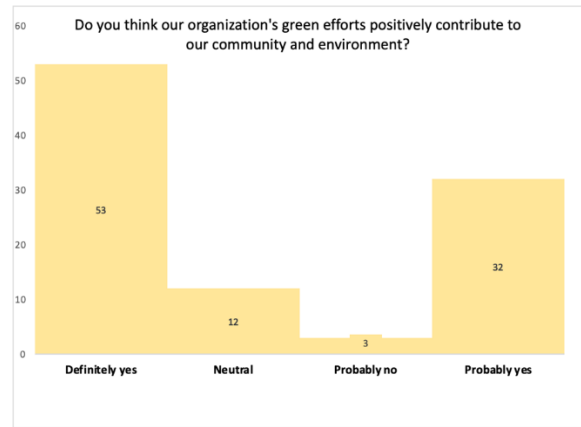


Q4)

Definitely yes	Frequency	Percent	Cumulative Percent
Neutral	53	53.00%	53.00%
Probably no	12	12.00%	65.00%
Probably yes	3	3.00%	68.00%
Grand Total	32	32.00%	100.00%
	100	100.00%	

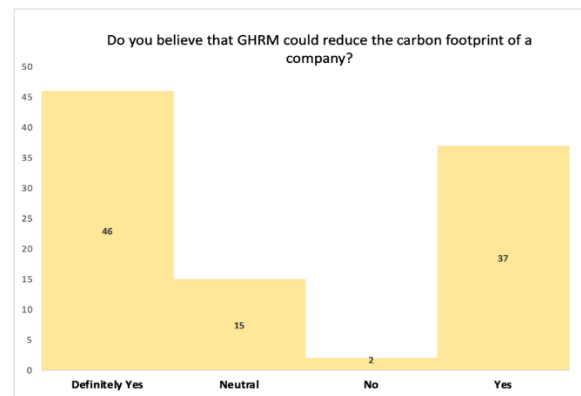
Interpretation: Majority of the respondents 53% agreed that their green efforts positively contribute to our community and environment and 32% they

probably agree. 12% respondents they neither agree nor disagree and 3% disagree to it.



Q5)

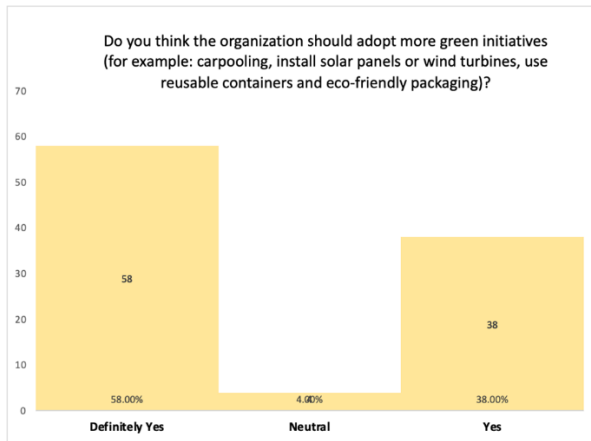
	Frequency	Percent	Cumulative Percent
Definitely Yes	46	46.00%	46.00%
Neutral	15	15.00%	61.00%
No	2	2.00%	63.00%
Yes	37	37.00%	100.00%
Grand Total	100	100.00%	



Interpretation: There are 46% respondents who strongly believe GHRM can reduce carbon footprint of a company and 37% believe it, 15% neither believe nor disbelieve and 2% do not believe that GHRM can reduce carbon footprint of a company.

Q6)

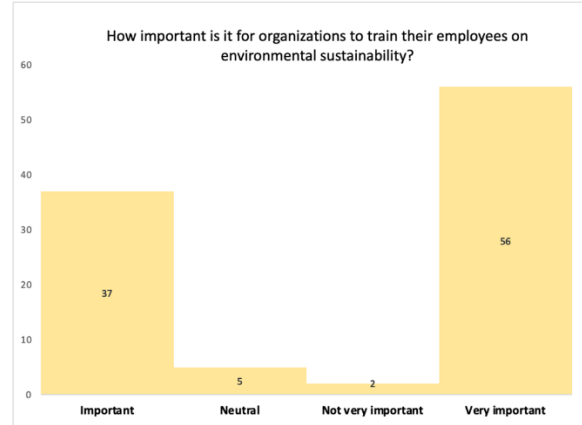
	Frequency	Percent	Cumulative Percent
Definitely Yes	58	58.00%	58.00%
Neutral	4	4.00%	62.00%
Yes	38	38.00%	100.00%
Grand Total	100	100.00%	



Interpretation; There are 58% of respondents who definitely say yes that organisation should adopt green initiatives And 38% say yes and 4% respondents neither say yes nor no.

Q7)

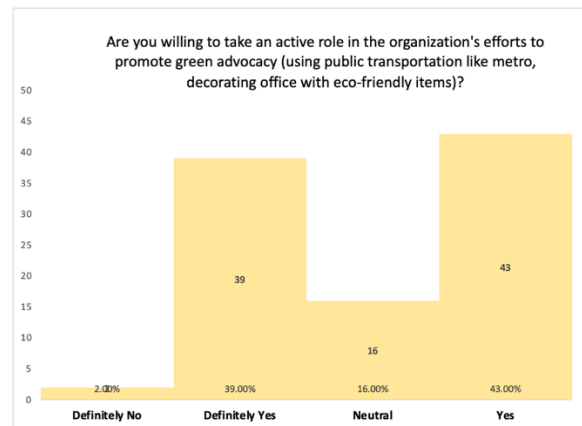
	Frequency	Percent	Cumulative Percent
Important	37	37.00%	37.00%
Neutral	5	5.00%	42.00%
Not very important	2	2.00%	44.00%
Very important	56	56.00%	100.00%
Grand Total	100	100.00%	



Interpretation : There are 56% of respondents who say it is very important for an organisation to train their employees on environmental sustainability and 37% say its important where as 5% say neither important nor unimportant and 2% say its not very important.

Q8)

	Frequency	Percent	Cumulative Percent
Definitely No	2	2.00%	2.00%
Definitely Yes	39	39.00%	41.00%
Neutral	16	16.00%	57.00%
Yes	43	43.00%	100.00%
Grand Total	100	100.00%	

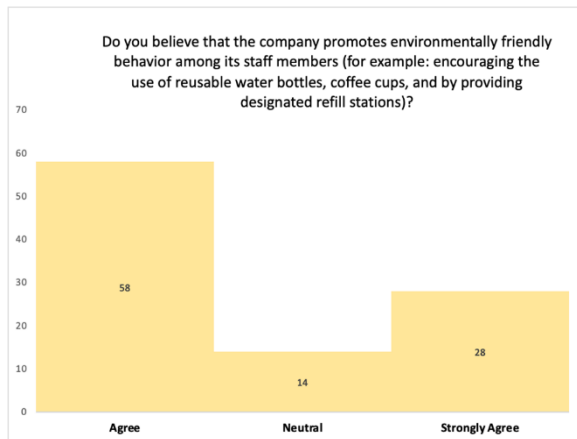
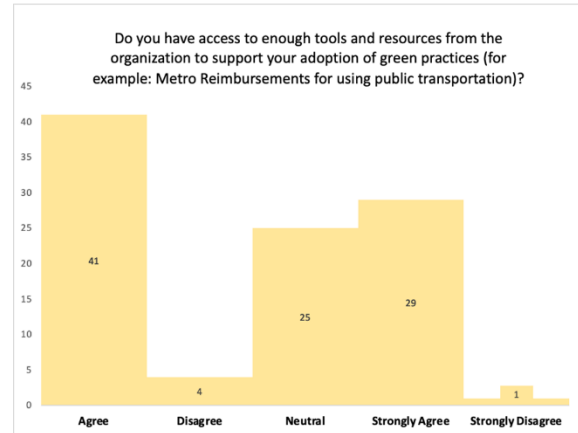


Interpretation: Most of the respondents 43% say they are willing to take the active role in organisation’s efforts to promote green advocacy and 39% they definitely agree to be a part of it and 16% are neither agreeing nor disagreeing and 2% are not willing to take part to promote green advocacy.

Strongly Agree	29	29.00%	99.00%
Strongly Disagree	1	1.00%	100.00%
Grand Total	100	100.00%	

Q9)

	Frequency	Percent	Cumulative Percent
Agree	58	58.00%	58.00%
Neutral	14	14.00%	72.00%
Strongly Agree	28	28.00%	100.00%
Grand Total	100	100.00%	



Interpretation : There are 28% of respondents who strongly agree that company promotes environmentally friendly behaviour among its staff members and 58% respondents agree to it. There are 14% respondents who neither agree nor disagree.

Interpretation : There are 29% of respondents who strongly agree that they have enough tools and resources from organisations to support adoption of green practices and 41% agree to it. There are 25% who neither agree nor disagree, 1% strongly disagree and 4% disagree to it.

FINDINGS

Q10)

	Frequency	Percent	Cumulative Percent
Agree	41	41.00%	41.00%
Disagree	4	4.00%	45.00%
Neutral	25	25.00%	70.00%

1. It is analysed that among 100% respondents there are 45% are familiar and have an idea about GHRM and 30% are unaware and have no idea about it. The other 25% have heard about it but are unaware.
2. It is interpreted that 87% of respondents agree that HR procedures should incorporate environmental sustainability and 13% neither agree nor disagree to it.
3. It is interpreted that 87% of respondents are aware about the environmental initiatives taken by the organisation where as 12% are neither aware nor unaware and 1% are unaware.
4. It is analysed that 85% respondents are think that their organisation green efforts positively contribute to environment and community and 12% they neither agree nor disagree and 3% they don't agree.

SUGGESTIONS

1. The organization's should increase the awareness about Green human resource management. There are 30% employees who are unaware organizations should provide training and make use of different communication channels to share the information about GHRM and its benefits.
2. Encourage employee- led green initiatives by giving the resources and encouragement to implement innovative ideas, work with environmental groups to combine resources and knowledge for sustainable projects that have a real impact.
3. To priorities the efforts, the organization should do through examination to find the environmental issues and worries within scope of. The organization. Based on employee opinions organization should take initiatives that emphasis the adoption of renewable energy, pollution avoidance, mitigating the effects of climate change and biodiversity protection.
4. Organization aims and targets should align with sustainability principles this will help us in highlighting the significance of green advocacy initiatives .To strengthen dedication to environmental sustainability include sustainability measures and goals in appraisals of performance and incentive programs.
5. Find the tools and resources required for adoption of green practices and organizations can provide the resources and tools to the employees and organizations can allocate separate budget to support green initiatives.

CONCLUSION

This study highlights how much employees are aware of Green Human Resource Management and how does the organisation promote green advocacy. The organization promotes green advocacy by promotion eco friendly products and giving sustainable welcome kits. There are many employees in an organisation who ready to actively participate in promoting green advocacy by adopting the green practices. Employee led green initiatives are most effective in raising awareness and inspiring action among employees regarding environmental sustainability. The analysis gives the results about the relationship between the

awareness of GHRM and promotion of green advocacy.

REFERENCES

- [1] Pooja Popli, A study of Green HR Practices, Its Awareness, and implementation in the industries in Nashik, *Global Journal of Commerce and Management Perspective*, 3(1),2014,114-118.
- [2] Parida R, Raj S, Sharma P, & Yadav V, Green HR: Analysis of sustainable practices incorporated by IT firms in India, *Journal of Management Research*, 1, 2015
- [3] Mishra, P. (2017). Green human resource management: a framework for sustainable organizational development in an emerging economy. *International Journal of Organizational Analysis*