



A Study on Work Behavior of HR Personnel Towards Environment to Endorse Green HRM Practices at Workplace

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ABSTRACT – The Green HRM is an emerging subject in current scenario. Organizations have to give importance to social and environmental factors, along with financial and economic factors for permitting the business to be successful in the corporate sector thereby enabling achievement of profit by the shareholders. Employees are expected to sustain corporate values and objectives around the green agenda. It is very important to recognize the environment friendly green behavior and attitudes of employees which are not completely learnt in the organizations but also in their private day to day life. Every employee as a human being has their own distinctive lifestyles and mode of living. They all follow their own expenditure and use of survival items, which ultimately has an effect on environmental changes and vis-a-versa. (Reus swig, 1994; Söderholm, 2010). Therefore employees' private role as consumers is considered somewhat decisive for learning and practicing environmental attitudes and behavior. It is vital to know about the features of HR managers, their decisions and behaviors towards Green HRM. The research paper tries to focus on the implementation of green HR practices and work behavior of HR personnel in the organization towards environment to endorse Green HRM Practises at workplace.

KEYWORDS – GREEN HRM, GREEN PRACTICES, GREEN BEHAVIOR, WORK BEHAVIOR

THEORETICAL FRAMEWORK -

- Green HRM -

The Green HRM is an emerging subject in current scenario. Organizations have to give importance to social and environmental factors, along with financial and economic factors in order to enable the business to be successful

in the corporate sector thereby enabling achievement of profit by the shareholders. Green HRM can develop corporate image and brand name of the company. Green HR practices are helpful for organizations as well as for society to protect and measure environmental aspects. The initiatives of Green HR can help companies find optional ways to bring down cost without losing their talent. Companies can lead towards competitive advantage by taking Green HR initiatives. This also has a positive influence on the work behavior of employees as they feel that apart from their functional contribution on the job, they have an imperative accountability in preserving the environment. For the same reason, employees are expected to uphold corporate values and targets around the green agenda.

- HR personnel's green behavior

Today, Green HRM has become a vital part in business strategies for organizations. HR departments in significant organizations have an active participation in going green in the workplace. **Green Human Resources** refer to use every employee interface to endorse sustainable practices and also to raise employee alertness and commitments towards going green. It involves undertaking environment related HR participation resulting in better efficiencies of tasks, lesser costs and improved employee engagement and retention. Such initiatives help organizations to minimize employee carbon footprints by the likes of -

- Electronic filing,
- Car sharing,
- Job-sharing,
- Teleconferencing and virtual interviews,
- Recycling,
- Telecommuting,
- Online Training,



- Energy-efficient office spaces etc.

The HR function will become the driver of environmental sustainability within the company by supporting its practices and policies with sustainability goals reflecting an eco-focus.

It involves some of the responsible environment-friendly HR initiatives resulting in:

- 1) Greater efficiencies, and
- 2) Lower costs and better employee engagement and retention.

It is very important to recognize the environment friendly green behavior and attitudes of employees which are not completely learnt in the organizations but also in their private day to day life. Every employee as a human being has their own distinctive lifestyles and mode of living. They all follow their own expenditure and use of survival items, which ultimately has an effect on environmental changes and vis-a-versa. (Reus swig, 1994; Söderholm, 2010). Therefore employees' private role as consumers is considered somewhat decisive for learning and practicing environmental attitudes and behavior.

- *Green HR functions*

Some of the Green HR functions which help to create a work behavior that can create understanding about green environment and appreciate the green culture in organizations as follows:

- Green recruitment
 - It is a definite structure in which the focus is completely given on the significance of the environment, candidate's environment friendly behavior and making it major element in an organization while recruitment process.
- Green performance management
 - Green performance management consists of those issues which are associated with environmentally related issues and policies of the company. Green behavior also focuses on the use of environmental responsibility.
- Green training and development
 - Green training and development helps employees to gain the knowledge about the value of Environmental Management. It also helps them to get trained in working methods that conserve energy, reduce waste, diffuse environ-

mental consciousness inside the organization. By providing green training and development programs to employees, it offers them an opportunity to engage employees in environmental problem-solving.

- Green compensation
 - From the perspective of Green HRM, rewards and compensation can be assumed as prospective tools for supporting environmental activities in organizations.
- Green employee relations
 - Employee's contribution in Green initiative enhances the chances of improved green management. It also helps to support the goals and objectives of employees, to support and boost their competence, motivations, and perceptions with green management practices and systems.

CONCLUSION –

Although the green movement of the society and Green HR of organizations are still in the shaping stages of formative years, increasing consciousness within organizations and societies about the significance of green issues has forced them to embrace environment-friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint, using and producing green products and such other initiatives beneficial for employees own satisfaction as well as for the society. Clearly, a greater part of the employees greatly feel about the positive environmental changes and accordingly they show signs of better commitment and job accomplishment toward an organization that is ever ready to go "Green."

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