



REVIEW ARTICLE  
Vol.11.Issue.3: 2024  
July-Sept.



## INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES (IJBMAS)

*A Peer Reviewed and refereed Journal*

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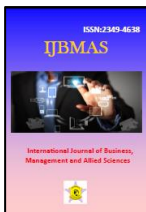
### GREEN HRM: ISSUES AND CHALLENGES

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DOI: 10.33329/ijbmas.11.3.12



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#### ABSTRACT

God has blessed mankind with invaluable but limited resources on earth. These resources have been used as a means of fulfilling their unlimited wants for a long time. Businesses have been using these resources for the development and their wealth creation. However, irrational practices of businesses have resulted in the degradation of these resources and posing a threat on the survival of mankind on earth. So, it is the need of the hour to restore the environment to its original pristine stage. This calls for the joint effort on part of the people, industry and government. In this regard, business organizations can contribute by the adoption of Green HRM. Green Human Resource Management is the use of environment friendly practices to reduce the impact of negativity in the environment such as pollution or depletion of natural resources etc. It involves implementation of policies framed by organizations which help in protecting the environment while achieving their targets. Green HRM is used to promote the sustainable use of resources within the business organization. This qualitative piece of study contains the issues and challenges faced by the organizations while adopting the Green HRM practices.

**Keywords:** Green HRM, Issues & Challenges, India, Organization, resources

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#### INTRODUCTION

Growing environmental awareness and worries about the depletion of the planet's natural resources have sparked the development of green initiatives in many nations and have been a key factor in the shift in major corporations' business practices throughout the globe. The advantages and competitiveness that businesses have placed on their human resources have long been documented in

literature. Unfortunately, little study has been done on the environmental friendliness brought about by using green resource management techniques. Environmental issues have attracted more attention globally during the last two decades. Companies are adopting Environmental Management Practices (EMPs) at an increasing pace as a result of consumer concern for the environment. The most popular environmental management instrument in businesses is the Environmental Management System (EMS). Across the world, businesses are emitting more trash, and one of the biggest producers of chemical emissions from factories and industries is India. Most governments throughout the globe now consider the degradation of the environment and the depletion of natural resources to be major global issues, which has led to the adoption and implementation of rules that require businesses to lessen a variety of environmental impacts. Organizations are now frantically searching for affordable environmental initiatives that can be implemented with the adoption of Green HRM practices and minimizing the financial outlay of the organizations. Most businesses find becoming green to be prohibitively expensive, but others have begun to see the competitive advantage this strategy provides. Strategically minded companies understand that they cannot continue to put profits before of the environment. While many businesses have implemented some type of a sustainability programme into their operations, few still give their sustainability efforts much thought, which may help them to advance their business model and boost their competitive edge. Shen et al. (2019) tie the HR concept to environmental protection and show how adopting the concept of "Green HRM" by businesses might have a significant positive impact on the environment. Modern human resource management practices known as "green HR management" were created to, in essence, encourage employees to adopt environment friendly behaviors. Go-Green or turning green entails protecting the environment's natural resources as well as promoting the "Preservation of personal resources," such as friends, family, way of life, health and communities. This is why green human resource management (GHRM) involves the preservation of people's work and personal lives. It entails making firm lifestyle adjustments that will enable a person to live sustainably. Every person needs to adjust their behavior, attitude, and have a healthy work life balance. This would reduce practices or activities that might lead to environmental deterioration for this reason. The phrase "green human resource management" has emerged as a key phrase in the corporate world today, and its significance is only growing with time. With the growing worldwide awareness of environmental management and sustainable development, the phrase "green human resource management" has also established itself as a hot issue in recent research studies. The concept of "green human resource management" (GHRM) today encompasses not just concern for environmental concerns but also for the social and economic well-being of the company and its employees in a wider context. This also interpret as reduction in resource wastage, which has been accepted by the new normal i.e. hybrid working model where ever applicable. Hybrid working model is facilitating energy saving, better work life balance and better mental health of the employees. Considering the above background, it becomes essential for the researchers to delve in the existing literature to comprehend the concept of Green HRM, the possible challenges in its adoption and few green practices performed by the organizations.

## OBJECTIVES

- To study the concept of Green HRM in a more comprehensive manner.
- To study the issues and challenges as adopting the Green HRM in the organization.
- To study the various Green HRM practices exercised by the organizations.

## RESEARCH METHODOLOGY

A comprehensive review of the literature on Green HRM and its development was undertaken to define the scope of the study. The secondary data has been drawn from a variety of publications and private conversations. The additional sources of secondary material included newspapers, online published blogs in this and similar fields and books on the topic.

**WHAT IS GREEN HRM?**

Green Human Resources Management (GHRM) can be defined as a set of policies, practices, and systems that stimulate the green behavior of a company's employees in order to create an environmentally sensitive, resource-efficient, and socially responsible organization. Green HRM practices several conventional and environmentally friendly methods in all of its aspects. Some straightforward green initiatives include reducing the number of printed papers needed for pay appraisals, performance reviews, and other purposes. Even if there is undoubtedly a lot of "green washing" in trash reduction, there are also numerous opportunities. As part of the HRM process of recruiting, hiring, training, compensating, developing, and advancing the company's human capital, GHRM is directly accountable for generating a green workforce that comprehends, values, and adheres to green initiative. For the benefit of the individual, society, the environment, and the company, it refers to the policies, procedures, and processes that make workers of the corporation environment friendly.

**ISSUES IN ADOPTING GREEN HRM PRACTICES IN THE ORGANIZATIONS**

- Lack of set of guidelines for performing GHRM- There are no set guidelines and procedures for exercising Green HRM practices in the organizations. Government is more focus on the issues related to environment protection and preservation, health and safety at work places etc. and working rigorously to resolve such issues by formulating strict laws in this direction. However, government does not impose any explicit regulations and standards on the organizations for making green and sustainable workplaces.
- Absence of enough support on the part of organization- Reluctance and non-cooperation of top management personnel towards practicing GHRM poses another challenge in the adoption of such practices. Nearly every member of higher management does not find green hr m practices fascinating. They assume that compliance of mandatory requirements such as health and safety measures and corporate citizenship is sufficient for the organization. Top management further believe that creating sustainable workplaces would be a complicating task.
- Shift in employee behavior- To change an employee's behavior in a short period of time is difficult. Employee interest in the company's adoption of green human resource management practices is not universally shared. So, the move to an organization-wide green human resource management lifestyle is a tough and prolonged task.
- Expensive implementation- Execution of green hr practices is quite expensive and top management view it as a long-term expense with little or no return. They don't show any keen interest because its high cost may shrink the profit margin of the organization.

**GREEN HRM PRACTICES IN THE ORGANIZATION**

- Performing an energy audit - The majority of local utilities give free on-site advice to businesses on ways to save costs and use. Improvement of insulation, the installation of timers to automatically switch off lights, the use of energy-efficient light bulbs, and maintaining temperatures at acceptable levels that are not very chilly in the summer and warm in the winter are among the common recommendations.
- Periodical Survey- It is crucial to conduct an annual staff survey to gauge the organization's progress in implementing green business practices. For the organization to become greener, ideas should be included in the survey. This might be a standalone survey that simply addresses environmental concerns, or it can be included in a larger survey that asks about employee happiness and opinions.

The organization will be able to evaluate progress towards turning green and give information, ideas, and insight for future actions by conducting the surveys on an annual basis.

- Eliminate paper by promoting emailing.
- Recycle - Recycle waste products from industry as well as glass, paper, plastic, and metal. Examine your rubbish. You'll get a fresh understanding of how much it costs to purchase, store, and discard goods. Use existing packaging for mailing instead of making more copies.
- Engage staff members - Form a team to oversee the business's environmental initiatives.
- Purchasing sustainably - Inform vendors that you're interested in eco-friendly goods and establish clear objectives for purchasing recycled, reconditioned, or used goods. Consider the environment while making purchases rather than just the price.
- Minimize commuting - Promote carpooling by giving carpoolers priority parking. providing bike racks for bikers and transit tickets to workers who ride the bus or train.
- Detoxify - Toxic materials like old batteries and copier toner are commonly found in businesses. Consult your providers about safer alternatives to toxics, and be sure to dispose of those you must use correctly.
- Establish organizational sustainability programmes with a recognized executive level person in charge, and provide leadership and resources for them. Incorporate "going green" into the mission statement and business goals of the organization.
- Redesign transportation and take into account the amount of gasoline needed to send and receive goods. Find solutions to lessen the effects of the things you buy or sell by evaluating their impact. Buy or rent energy-efficient automobiles and trucks for your staff's business needs and product deliveries.
- Discussing environmental problems - Notify your consumers and suppliers of your efforts. And speak with regional regulators, many of which provide financial rewards to companies that carry out environmental programmes. Inform the workforce and shareholders/investors of your efforts in turning green.
- Employ energy-efficient equipment and simplify operations to utilize fewer stages, less materials, and less packaging when using green manufacturing techniques.
- Save water by keeping an eye out for leaks in toilets and sinks. Reduce the amount of water wasted during production and when watering the business's grass.
- Examine potential locations for installing alternative energy sources - Determine whether there are any chances to use solar power, biofuels, wind power, and other forms of alternative energy.

## CONCLUSION

In the field of human resources, green ideas and concepts are gaining traction and bringing real advantages to the company, more than just enhancing their reputation and brand. In fact, these new procedures, regulations, goods, and equipment aid in ensuring compliance and enhancing output. Using the internet or teleconferencing to decrease business travel and posting employee manual policies or other company material online to avoid printing are just a few examples of how businesses are incorporating more ecologically friendly practices. Companies may encourage employees to use less paper by emphasizing electronic document storage and placing recycling bins for paper waste throughout the workplace as well as bottles and cans in the break room. The businesses are concentrating on work-from-home and telecommuting initiatives. Programs to promote ride-sharing are also effective in getting businesses to go green. Most businesses provide environmentally friendly benefits as part of a larger push to go green.

A miracle of human resources management is green human resources management. Yet, it can provide some challenges for HR professionals. It looks at the principles, importance, practices, requirements, and challenges of managing human resources sustainably. In order to arrange and collect human capital, Green HR might use a variety of green methods and approaches. Certain management strategies, the responsibility of experts, collaboration, promoting good conducts, and uncomplicated frameworks are connected to green HR practices. Professionals must, however, handle the demands of green management techniques, strategies, and processes. As a result, it helps the professional identify the areas of Green Human Resources Management that still need to be researched. It is high time to include environmental management into their manner of conducting business so that HR professionals can maintain an ongoing schedule of events.

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