

MODERN STUDY OF GREEN HRM PRACTICES IN CONTEXT OF PRIVATE AND PUBLIC SECTOR BANKS A COMPARATIVE STUDY

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ABSTRACT

The chapter forms a comparison of the difference in the Green Human Resource Management (Green HRM) between the privately owned and state-owned banks that are new, and addressed the gap in the literature with the absence of evidence on comparison of the sectors in the sustainability-based approach. The objective of the research is to objectively adopt, implement and discover the effect of green practices of the HRM that comprises green recruitment, training, performance management and reward in both industries. On the basis of empirical facts and case learning, the chapter illuminates key similarities and differences in the manners and mergers of how both types of banks, i.e. the private and the public one, execute the environmental goals to integrate them into the HRM of the banking institution. The findings suggest that, despite the fact that the banks in the private sector have more room to be more nimble and creative in the adoption of the Green HRM, the banks in the public sector can utilize their wider range and regulatory position to greenify their operations institutionally. The limitations of the two sectors are also dealt with in the chapter and the limitations concern lack of resources, cultural hitch and problems in measurements. This work can contribute to the shift towards sustainable HRM in the banking industry because it implies a list of recommendations to carry out with and it is a starting point of further studies

KEYWORDS: *Green HRM, Private Sector Banks, Public Sector Banks, Sustainability, Human Resource Management, Environmental Practices, Comparative Study, Banking Industry, Organisational Effectiveness, Sectoral Analysis*

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