

AN REVIEW OF GREEN HUMAN RESOURCE MANAGEMENT

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ABSTRACT

In contemporary times, businesses are increasingly prioritizing environmental issues prevalent worldwide. Organizations are reshaping their policies to acknowledge environmental conservation as a fundamental obligation.

KEYWORDS: Green Human Resource Management

INTRODUCTION

In contemporary times, businesses are increasingly prioritizing environmental issues prevalent worldwide. Organizations are reshaping their policies to acknowledge environmental conservation as a fundamental obligation. Given the rapid degradation of the environment, it is imperative to prompt our workforce to adopt green HR practices without delay. The manufacturing sector faces a myriad of global challenges encompassing economic, social, and environmental dimensions. By employing diverse motivational strategies and leveraging various analytical frameworks, industries can elucidate their journey towards sustainability.

The environmental dimension focuses on natural resource limitation and scarcity. Sustainable life is based on the environment and its processes. In order to prevent exploitation from overriding resource renewal, close observation, consideration, and reverence for the life cycle are therefore important. There must be a balance between economic development for wealth creation and environmental preservation for future generations to prosper. Finding equilibrium between economic advancement to generate wealth and environmental conservation for the prosperity of future generations is imperative.

Because of an increasing consciousness among people about the need for better growth, more and more businesses are trying to implement a sustainability strategy. Ecology in the future will be a balance of economic, social, and environmental factors, which has been discovered to be incredibly important. Aside from the economic, social, and environmental benefits, a balanced strategy is said to have a competitive advantage and stakeholder satisfaction.

In order to maintain an ecological equilibrium, sustainability means avoiding the destruction of natural resources, proposes a much more straightforward concept of sustainability: "the preservation of natural resources." As a result, this concept of sustainability emphasizes the importance of ensuring long-term harmonious use and engagement with the environment as the base, on which all social and economic needs must be retrofitted. The word "sustainable" has traditionally emerged among those with environmental issues, and most of them have been environmentally concerned. The literature and evaluation methods reflect this focus.

Sustainability embodies a global aspiration where both present and forthcoming generations enjoy adequate health, while communities and nations flourish in safety and peace. Economic prospects are accessible to all, and the life-

sustaining biosphere maintains its integrity, as advocated by Anthony D. Cortese and Debra Rowe in "Higher Education and Sustainability Overview." Achieving this vision necessitates addressing all facets of sustainability.

Sustainability is described as "a process that contributes to the development of a thriving economy and a high quality of life while taking into account the need to conserve natural resources and protect the environment." It embodies the notion that succeeding generations should inhabit an environment that the present generation has improved upon without causing deterioration. This concept of sustainability, as articulated by G. Wayne Clough, Jean-Lou Chameau, and Carol Carmichael in "The University and Sustainability," is achieved when all individuals on the planet can lead fulfilling lives without compromising the well-being of future generations. "A Vision for a Sustainable University," by The use of corporate practices to reduce a company's effect on the natural and physical environment is known as environmental sustainability. According to the 1987 report by the Brundtland Commission (UN), sustainable development is defined as progress that satisfies present requirements without compromising the ability of future generations to meet their own. Environmental sustainability entails achieving a balance, resilience, and interdependence that allows human society to fulfill its needs without surpassing the capacity of ecosystems to replenish essential resources. It also involves avoiding actions that diminish biodiversity.

If businesses do not adjust to Sustainable Growth, which is considered to be one of the most significant environmental concerns, then high fines that may contribute to developmental problems would impact businesses financially. In addition, it will also impact the world's economy and social environment, as businesses will do bad things. Governments and Greenpeace, which influence them by legislation and bad publicity, are further forced by corporations to adapt this definition. In addition, because the climate is essential and very important to future generations, sustainable development needs to be extended to the economy of industry and life itself. Nevertheless, by being environmentally friendly, businesses can expand and prosper by improving energy efficiency.

GREEN HUMAN RESOURCE MANAGEMENT

Numerous studies and authors have conceptualized Green Human Resource Management (GHRM) as the set of policies, practices, and systems implemented by a company to cultivate environmentally conscious employees, benefiting individuals, businesses, and the environment. However, GHRM encompasses various practices, including selection and recruitment, training and development, compensation and rewards, and performance management. In the wake of the industrial revolution in the eighteenth century, rapid technological advancements necessitated specialized labor forces, elevating the significance of resources in production. Human resources emerged as a pivotal function within companies, encompassing all individuals engaged in organizational activities. Human resource management has evolved beyond traditional tasks like recruitment, evaluation, and termination, assuming a managerial role akin to other functions within management. Consequently, human resources have gained strategic importance, demanding assessment in alignment with the organization's vision, mission, and objectives.

In recent years, numerous enterprises have adopted a strategic approach called green human resource management (GHRM) along with proactive strategies to gain a competitive advantage. This environmental management framework comprises a structure enabling businesses to effectively manage their ecological impact. GHRM stands out as a pivotal component within this environmental management system.

Green human resource management (GHRM) is regarded as an essential element for integrating environmentally friendly management and business approaches within companies, serving as a fundamental stride toward attaining sustained competitive advantages. Research on GHRM commenced in the late 1990s and gained momentum in the subsequent decades. The literature on GHRM correlates environmental issues and policies with human resource management within organizations.

Callenbach et al. advocate for businesses to delegate responsibilities to their employees to fulfill environmental obligations and enhance their understanding of environmental concerns. Welford asserts that employee involvement is essential for effective environmental management, while Milliman and Clair concur, emphasizing the indispensable role of employee participation in environmental management endeavors.

Wehrmeyer argues that the discourse on environmental management within a sector becomes relevant only after companies have formulated and adopted environmental principles, championed by human resource experts and business personnel. Seminal contributions in the literature on Green Human Resource Management (GHRM) include Wehrmeyer's publication "Greening People: Human Resources and Environmental Management" and Revill's doctoral thesis "The 'Greening' of Personnel/Human Resource Management: An Assessment".

Wehrmeyer categorized the functions of green human resource management into three main areas: sanctioned employee recruitment, personnel administration, and fostering organizational culture. Sadgrove highlighted green human resources management as establishing a link between human resource practices and environmental management. Conversely, Milliman and Clair devised a framework delineating the roles of green human resource management, including strategies, training, performance evaluation, and rewards. They underscored the significance of appropriate strategic frameworks that integrate environmental and human resource management.

According to Keog and Polonsky, establishing a green vision, devising green strategies, implementing green tactics, and executing green programs to fulfill a company's environmental responsibilities can solely be accomplished through green human resource management.

According to Daily and Huang, human resources play a vital role in the effectiveness of environmental management systems, and they suggest that human resources can impact overall performance. Brio and Junquera assert that environmental management is a complex endeavor, but environmentally aware human resources contribute significantly to its success.

Employees' environmental awareness, involvement in environmental events, training, and encouragement are all essential for the success of environmental strategies, according to Fernandez et al. The importance of the human resource parameter in environmental management systems was asserted by Govindarajulu and Daily. Boudreau and Ramstad's review indicated that sustaining sustainability values relies on strategic human resource planning and a strong environmental awareness. However, they noted a lack of sufficient attention to this subject in the existing literature. According to Kumari and other authors, there are two essential elements in green HR environmentally friendly HR practices and knowledge capital preservation. Essentially, HR roles vary from human resource selection, induction, placement, training, learning and growth, talent management, career development, and incentive strategies.

So this ensures that all HR department staff needs to consider the green practices of their human resource department tasks.

Several typical practices of Green HRM include:

- Environmentally conscious recruitment and selection
- Eco-friendly training and development
- Sustainable performance management and appraisal

ANALYSIS AND CONCLUSIONS

Based on various reports and literature reviews, businesses are urged to engage more actively and innovatively in this competitive era, given the recent rapid changes and advancements. The impact of globalization has heightened competition and efficiency, while evolving circumstances necessitate companies to adapt their market structures, processes, and implementations. Human resources stand as the primary catalysts for business growth and progress within this paradigm; thus, human resource management assumes heightened importance. Human resources are pivotal in driving business expansion and rejuvenation, playing a distinct role in the economic, social, and environmental sustainability of enterprises. Green management of human resources should prioritize sustainable policies aimed at environmental preservation. While organizations require various resources and skills to attain a competitive edge, the primary source of competitive advantage lies in the company's unique capabilities or capital. Therefore, while conventional sources of competitive advantage such as natural resources, technology, and economies of scale add value to the organization, the resource-based approach suggests that these factors could be easily replicated relative to social mechanisms like the personnel system.

Indeed, a well-crafted human resource management strategy can serve as a potent driver of competitive advantage. The resource-based approach underpins the future strategic importance of human capital. Market dynamics increasingly emphasize the significance of unique and invaluable internal resources in achieving a competitive edge. Businesses, spurred by global environmental catastrophes and heightened environmental consciousness, are elevating their environmental practices. Green business initiatives pave the path towards an economy that is both economically viable and environmentally sustainable. Consequently, company efficiency is heightened, costs are minimized, employee engagement and other organizational outcomes are enhanced, and through Green Human Resource Management (GHRM) and environmentally conscious HR practices, corporations mitigate their carbon footprint, propelled by employees' heightened awareness of sustainability.

Green Human Resource Management (GHRM) rigorously adheres to ISO14000 requirements, incorporates environmental audits, fosters a culture of environmental responsibility within the company, and assists employees and suppliers in shaping a market image and brand. Many pressing global issues, such as climate change, water scarcity, inequality, and poverty, can only be effectively addressed at the global level through sustainable economic development. This involves striving for social progress, striking a balance between environmental preservation and economic growth. After extensive review of numerous papers, it is evident that there is a scarcity of literature guiding managers on incorporating green training elements to maximize efforts towards sustainable competitive advantage.

The sector is an important element in the dedication and policies of corporations to the environment. The literature indicates that in environmentally sensitive industries, environmental practices to minimize environmental impacts are more common than in industries not known as environmentally sensitive. The impact of the industry on the environmental strategy of businesses in environmentally friendly sectors has not been affected. Hence, this study hopes to identify the impact of green training and development for sustainable competitive advantage and will increase knowledge

about environmental work within the manufacturing sector. Therefore, it is worthwhile to extend this stream of research among firms in Indian manufacturing sector.

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