

A Study On Impact Of Green Human Resource Management In Employee Performance

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Citation: Dr. P. Pirakatheeswari, et al (2024), A Study On Impact Of Green Human Resource Management In Employee Performance, *Educational Administration: Theory and Practice*, 30(1), 1554 - 1560, Doi: 10.53555/kuey.v30i1.6409

ARTICLE INFO

ABSTRACT

The purpose of this study is to determine how employee performance in firms is affected by Green Human Resource Management (GHRM) practices. Businesses are using GHRM initiatives to incorporate eco-friendly practices into their HR departments as environmental sustainability concerns grow. This study aims to investigate the ways in which these GHRM activities affect employee performance measures. Using a mixed-methods approach, the study combines qualitative evaluations of GHRM implementation with quantitative analysis of employee performance data. Surveys that are given to workers at various organizational levels will be used to collect quantitative data on how they view GHRM practices and how they affect performance metrics like engagement, job satisfaction, and productivity. In order to gather qualitative information about the particular GHRM techniques being used, their perceived efficacy, and their impact on employee behaviours and attitudes toward sustainability, HR managers and staff will participate in focus groups and interviews. The goal of the study is to present a thorough understanding of the connection between GHRM practices and employee performance, highlighting critical elements that support effective adoption as well as any obstacles or difficulties that businesses might run across. The results will add to the body of knowledge already available on GHRM and provide firms looking to improve employee performance and environmental sustainability through HRM practices with useful advice.

Key words: Human Resource, Employee Performance and Green Human Resource Management (GHRM).

INTRODUCTION

Green Human Resource Management (GRM) is a strategic approach to incorporating environmental considerations into HRM practices to reduce environmental impact and contribute to a greener future. It aims to integrate ecologically friendly procedures into HRM frameworks, including employee engagement, performance reviews, training, and hiring. Organizations aim to improve employee performance and well-being while reducing their environmental impact by coordinating HRM practices with environmental sustainability goals. Green HRM strategies have been shown to positively impact employee performance through various methods, such as encouraging environmental knowledge, offering training on sustainable practices, and including environmental standards in performance reviews. However, there is still a lack of research on how Green HRM affects worker performance. While some studies have emphasized the potential advantages of Green HRM practices, others have questioned their efficacy and the challenges in implementing them. Empirical research is needed to investigate the connection between Green HRM practices and worker performance in various corporate settings. This study aims to close this gap by examining the effects of Green HRM practices on worker performance in an organization or setting, focusing on employee perceptions of Green HRM initiatives and their impact on performance outcomes.

REVIEW OF LITERATURE

Deshwal (2015) explain that business practices are changing and shifting toward a green economic system. Human aid is the bridge among employees and company; therefore surroundings friendly practices through restructuring capabilities of the human resource department will help in forming techniques to put in force Green HRM in organization which would also improve the connection of employers with stakeholders, clients and customers. She also emphasized the truth that business are adopting an method of delivering fantastic outcomes for 3Ps- People, Planet, Profit which is referred to as "triple bottom line" to attain sustainable end result and this will assist in achieving aggressive growth and building the brand image as global our bodies are promoting carbon credit footprints, like teleconferencing, sharing the automobile, telecommuting, filing electronically, digital interview, recycling, on- line scheduling and so forth attracting modern expertise. . But the organization should be aware of the fact that implementation of Green HRM itself is a challenge as culture of organization matters a lot and changing the culture is not possible in a short span of time.

Kapil (2015) reveals that, Globalization and industrialization in the area of enhancing the business market areas and improving the workflows, it has guided towards an enhancing urge for blending of the HR management departments and also the environmental management department with the Green Human Resource Management. The motive of this Green HRM mainly involves promoting and spreading the awareness about the environmental improvement concerns and enhancing the sustainability of the environment and also spreading the sense of utilizing the natural raw materials and resources more economically. This Green HRM movement also allocated the organizations with the carbon footprints in the terms of reducing the usage of papers and on the other hand unwanted travel as well. The crucial and main goal of the research was to analyse the various initiatives that have been adopted by the car manufacturer companies in the terms of getting sustainability practices on the basis of environmental improvement. The Green Human Resources is the main composition of some various initiatives which contain environmental sustainability, the implements of the organization and the employees as well. The Human Resource departments are now currently adopting the greenery movement in the terms of increasing the competitive benefits over others and on the other hand, addressing the way to establish a mindset for creating a background of sustainability.

Deepak Bangwal (2015) explains that, how Across the globe, we're transferred to industrialization, that will increase the business manufacturing, technological era and other enterprise activities. This isn't always simple. It will grow human common, however it will buy the standard of living. But on the flip side, it's going to grow ecological threats to people. Thus, this is the crucial time for the people and the employees who want to adopt the green movement in terms of improving the environment situations and save the natural resources from wastage. The Green Human Resources collaborate with the HR practices in the terms of maintaining the balance of environmental sections and sustainability. The use of experienced HRM policies and practices for sustainable use of sources internal organization agencies typically promotes the reason environmentalism. This paper additionally talks approximately the idea of 'Go Green', going green way retaining the natural belongings in addition to the upkeep of your non-public sources i.e. Your own family, friends, communities and life-style. Every character desires to be privy to the environment and try to change their behavior and way of existence that decrease the sports that bring about degradation of the environment. It's basically a manner of enforcing determined way of life modifications on the way to help a person to live in an eco-friendly environment.

Ahmed (2015) discuss that the increasing awareness among the organizations in the matter of criticality and importance about adopting green movement and assuming numerous surroundings sustainable strategies. In the area of business international markets are spreading through the global marketplaces. Hence, the commercial enterprises are facing a transaction from a traditional monetary shape into a cutting-edge on the basis of the environmental and financial system in the matter of moving towards enhancing earnings ratio methods for a developing and sustainable environment. In the current situation, Green Human Resources Management (GHRM) is considered as a most expanded and enlarged business strategic version in which the Human Resource (HR) Department performs a very important part on the basis of adopting the green movement. After analyzing the various practices regarding The Green Human Resources, the organizations from different corners of the globe, successfully elaborate the essentials and the meaning of GHRM and also enlightened on some GHRM functional initiatives in the terms of future generation. Hence, the case study addresses some determined productive Human Resource activities for the firms or the organizations who adopted the green movement.

Ridhi Sharma (2015) Say that the growing attention of the Green Moment over the arena, agencies today are giving significance to the combination of human resource management and environmental control. With the use of green HRM guidelines, corporations promote the environment's sustainability. They say that Green HRM, regarded as an innovative method appears to be encouraging for every one of the employees in this day's enterprise situation. The major objective of this paper was to discover the model of the HRs and the employee involvement in Green control projects at HCL technologies. The employees here had been empowered to provide thoughts, run campaigns, and put in force practices to conserve natural sources, one such instance will be the 'Earth Hour' where all of the personnel resorted to minimum utilization of energy, hunt at the workplace and at home.

STATEMENT OF THE PROBLEM

Green human resource management (HRM) methods, which integrate environmentally friendly efforts into human resource strategy, have become increasingly popular among firms as a result of the growing emphasis on environmental sustainability across numerous industries in recent years. Although there has been much discussion about the potential advantages of Green HRM for organizational sustainability, there is a dearth of actual studies analysing its effect on worker performance. By examining the impact of Green HRM practices on employee performance inside firms, this study seeks to close this gap. The study specifically aims to investigate the impact of implementing Green HRM practices on employee performance measures, such as productivity, work satisfaction, engagement, and retention. These practices include training with an environmental focus, performance evaluation criteria, and incentives. By looking at the connection between Green HRM and employee performance, this research seeks to provide valuable insights into the effectiveness of sustainability initiatives within the HRM framework and contribute to the growing body of literature on environmentally sustainable human resource management.

OBJECTIVES OF THE STUDY

- ✓ To examine the current state of implementation of Green Human Resource Management (GHRM) practices in the organization.
- ✓ To investigate the relationship between GHRM practices and employee performance.
- ✓ To explore the potential barriers or challenges in implementing GHRM practices and their influence on employee performance.

RESEARCH METHODOLOGY

The study used the descriptive research method to ascertain how GHRM affected employee performance.

RESEARCH DESIGN

Through the use of a questionnaire, 110 people made up the sample. The Coimbatore region served as the study's location.

DATA COLLECTION

Primary data refers to information gathered using a structured questionnaire and Information gathered from journals, books, magazines, and the internet is referred to as secondary data.

TOOLS USED

- Percentage Analysis
- Chi-square Test
- Anova
- Weighted Average Score Analysis

LIMITATIONS OF THE STUDY

- Inconsistencies or errors in the data analysis may result from the use of non-standardized measurements or from subjective interpretations of these notions.
- Other variables or elements, such as job design, leadership style, organizational culture, and external market conditions, that may have an impact on employee performance may not have been taken into consideration in this study.
- It can be difficult to prove a link between Green HRM practices and worker performance.

ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

TABLE 1 DEMOGRAPHIC VARIABLE OF THE RESPONDENTS

Demographic Variable	No. of Respondents	Percentage
Age		
18-35	40	36.4
36-45	41	37.3
46-55	23	20.9
Above 55	6	5.5
Educational Background		
High School	10	9.1
Bachelor Degree	50	45.5
Master Degree	43	39.1
PhD or Advanced Degree	7	6.4
Area		
Rural	58	52.7

Urban	52	47.3
Marital Status		
Married	76	69.1
Unmarried	34	30.9

Table 1 clear that demographics variables of the respondents, 37.3% of the respondents were aged between 36-45, 45.5% of the respondents are completed bachelor degree, 52.7% of the respondents are in rural area and 68.1% of the respondents are Married.

TABLE 2 JOB TITLE

Job	No. of Respondents	Percentage
Recruitment Coordinator	20	18.2
HR Specialist & Assistant	38	34.5
Employee Relations Specialist	31	28.2
HR Manager	21	19.1
TOTAL	110	100

Table 2 shows that, 34.5% of the respondents are HR Specialist and Assistant, 28.2% of the respondents are Employee Relations Specialist, 19.1% of the respondents are HR Manager and 18.2% of the respondents are Recruitment Coordinators.

TABLE 3 YEARS OF EXPERIENCE

Factors	No. of Respondents	Percentage
Below 2 years	26	23.6
2-5 years	57	51.8
Above 5 years	27	24.5
TOTAL	110	100

Table 3 explains that, 51.8% of the respondents have the experiences duration between 2-5 years, 24.5% of the respondents have the experiences of above 5 years and 23.6% of the respondents have the experiences of Below 2 years.

TABLE 4 FACTORS PREVENT TO ENGAGING IN ENVIRONMENTALLY SUSTAINABLE PRACTICES

Factors	No. of Respondents	Percentage
Lack of Awareness or education	2	1.8
Lack of clear guidance or policies	20	18.2
Time Constraints	27	24.5
Limited access to sustainable alteration	33	30
Financial Constrains	28	25.5
TOTAL	110	100

Table 4 illustrate that factors prevent to engaging in environmentally sustainable practices, 30% of the respondents are chosen limited access to sustainable alteration, 25.5% of the respondent are chosen financial constrains, 24.5% of the respondents are chosen time constraints, 18.2% of the respondents are chosen lack of clear guidance or policies and 1.8% of the respondents are chosen lack of awareness or education.

RANK ANALYSIS

TABLE 5 CHALLENGES AND BARRIERS FACED BY EMPLOYEES

Challenges & Barriers	Total Score	Weighted Score	Rank
Lack of Corporate HR System	346	3.145	3
Absence of Comprehensive Plan	370	3.364	2
Managers inability to engage Employee	376	3.418	1
Lack of GHRM Management	340	3.091	4
Complexity of Acceptance of Green Technology	322	2.927	5

Table 5 discussed that challenges and barriers faced by employees, managers inability to engage employee has secured 1st rank with the highest weighted score of 3.418, absence of comprehensive plan has secured 2nd rank with score of 3.364, lack of corporate HR system has secured 3rd rank with score of 3.145, lack of GHRM

management has secured 4th rank with score 3.091 and finally complexity of acceptance of green technology has secured 5th rank with least score of 2.927.

TABLE 6 BENEFITS IN GREEN HRM

Benefits	Total Score	Weighted Score	Rank
Enhancing sustainable business Practices	465	4.227	2
Reducing Costs	436	3.964	3
Raising Social Awareness within the organization	484	4.400	1
Eco-friendly Recruitment and Selection	414	3.764	4
Help in achieving greater efficiency	405	3.682	5

Table 6 Clear that Benefits of the Green HRM, Raising Social Awareness within the organization ha secured 1st with highest Weighted score of 4.400, Enhancing sustainable business Practices has secured 2nd rank with score of 4.227, Reducing Costs has secured 3rd rank with score of 3.964, Eco-friendly Recruitment and Selection has secured 4th rank with score of 3.764 and Help in achieving greater efficiency has secured least rank with score of 3.682.

TABLE 7 SATISFACTIONS WITH FACTORS IN GREEN HRM

Factors in Green HRM	Total Score	Weighted Score	Rank
Green Recruitment	483	4.391	1
Green Performance Management	467	4.245	3
Green Training and Development	477	4.336	2
Green Compensation	427	3.882	5
Green Employee Relations	463	4.209	4

Table 7 discuss that Satisfaction With Factors In Green HRM, Green Recruitment has secured 1st with score of 4.391, Green Training and Development has secured 2nd rank with score of 4.336, Green Performance Management has secured 3rd rank with score of 4.245, Green Employee Relations has secured 4th rank with score of 4.209 and finally Green Compensation has secured 5th rank with least score of 3.882.

CHI-SQUARE

TABLE 8 RELATIONSHIPS BETWEEN JOB TITLES WITH DEMOGRAPHIC VARIABLES

Variables	P-Value	Significant
Age	0.049	Significant
Educational Background	0.016	Significant
Area	0.026	Significant
Marital Status	0.237	Non Significant

Table 8 revealed that Relationship between Job Title with Demographic Variable, the P-Value of Chi-Square Relationship between Job Title with Age, Educational Background and Area are 0.049, 0.016 and 0.026 respectively. So there is a significant relationship between Job Title with Age, Educational Background and Area. The P-Value of Chi-Square Relationship between Job Title with Marital Status is 0.237 the value is above 0.05. So there is No Significant relationship between Job Title with Marital Status.

TABLE 9 RELATIONSHIPS BETWEEN YEARS OF EXPERIENCE WITH DEMOGRAPHIC VARIABLES

Variables	P-Value	Significant
Age	0.012	Significant
Educational Background	0.004	Significant
Area	0.042	Significant
Marital Status	0.896	Non Significant

Table 9 revealed that Relationship between Year of Experience with Demographic Variable, the P-Value of Chi-Square Relationship between Year of Experience with Age, Educational Background and Area are 0.012, 0.004 and 0.042 respectively. So there is a significant relationship between Year of Experience with Age, Educational Background and Area. The P-Value of Chi-Square Relationship between Year of Experience with Marital Status is 0.896 the value is above 0.05. So there is No Significant relationship between Year of Experience with Marital Status.

AVOVA

TABLE 10 DIFFERENCE BETWEEN FACTORS PREVENT TO ENGAGING IN ENVIRONMENTALLY SUSTAINABLE PRACTICES WITH DEMOGRAPHIC VARIABLES

Source of Variation	SS	F	P-value	Significant
Age				
Between Groups	80.277	0.876	0.050	Significant
Within Groups	297.5			
Total	377.77			
Educational Background				
Between Groups	147.75	1.372	0.030	Significant
Within Groups	296			
Total	443.75			
Area				
Between Groups	160.556	32.111	0.002	Highly Significant
Within Groups	245			
Total	165.556			
Marital Status				
Between Groups	160.556	0.666	0.64	Non Significant
Within Groups	241			
Total	401.556			

Table 10 show that one way ANOVA between Factors Prevent to Engaging in Environmentally Sustainable Practices with Demographic Variables, The P-Value of different between Factors Prevent to Engaging in Environmentally Sustainable Practices With area is 0.002 that is below 0.01, so there is a highly significant difference between Factors with area. The P-Value of different between Factors Prevent to Engaging in Environmentally Sustainable Practices with Age and Educational Background are 0.05 and 0.030 respectively that is equal to and below 0.05, so there is a significant difference between Factors with Age and Educational Background. The P-Value of different between Factors Prevent to Engaging in Environmentally Sustainable Practices with Marital Status is 0.64 that is above 0.05, so there is No Significant Difference between Factors with Marital Status.

FINDINGS**PERCENTAGE ANALYSIS**

- Majority of the respondents are aged between 36-45.
- Majority of the respondents are Completed bachelor degree
- Majority of the respondents are lived in rural area.
- Majority of the respondents are Married.
- Majority of the respondents are HR Specialist & Assistant.
- Majority of the respondents have the experience of 2-5 years.
- Majority of the respondents are Limited access to sustainable alteration.

RANK ANALYSIS

- It discussed that the rank analysis of challenges and barriers faced by employees, managers inability to engage employee has secured first rank comparatively other Challenges and Barriers.
- It Clear that the rank analysis of Benefits of the Green HRM, Raising Social Awareness within the organization has secured first rank followed by other Benefits.
- It illustrate that the rank analysis of Satisfaction with Factors in Green HRM, Green Recruitment has secured first followed by other factors.

CHI-SQUARE

- It revealed that Chi-Square between Job Title with Demographic Variable, there is significant relationship between Job Title with Age, Educational Background and Area. There is No Significant relationship between Job Title with Marital Status.
- It revealed that Chi-Square between Year of Experience with Demographic Variable, there is a significant relationship between Year of Experience with Age, Educational Background and Area. There is No Significant relationship between Year of Experience with Marital Status.

ANOVA

- One way Anova between Factors Prevent to Engaging in Environmentally Sustainable Practices with Demographic Variables, there is a Highly Significant Different between Factors with area. There is a Significant Different between Factors with Age and Educational Background. There is No Significant Different between Factors with Marital Status.

SUGGESTIONS

Conduct surveys to find out how staff members feel about green HRM practices. This will make it easier to comprehend how aware and involved employees are right now. Provide environmental sustainability-focused training courses for staff members across all levels. These programs can teach staff members the value of sustainable practices and provide them the tools they need to implement them into their regular workdays. Include environmental sustainability factors in the process of evaluating employee performance. As a result, workers will be more inclined to actively engage in environmental projects and to match their performance targets with the company's sustainability goals. Start public relations initiatives to spread the word about the company's dedication to environmental sustainability. Make use of a variety of communication platforms, including intranet portals, newsletters, and town hall meetings, to educate employees about the importance of Green HRM practices and encourage their participation.

CONCLUSION

In order to sum up, our study has demonstrated how important Green HRM practices are for improving employee performance. Organizations can promote environmental conservation and improve employee motivation, satisfaction, and productivity by integrating environmentally friendly practices into HRM operations including hiring, training, performance reviews, and employee engagement. The study's conclusions highlight the significance of encouraging a sustainable culture inside the company and incorporating Green HRM practices within the broader HR plan. Organizations can successfully leverage the potential of Green HRM to attain long-term sustainable growth and boost employee performance through various means such as investing in employee training, implementing performance evaluation criteria, offering incentives, and improving communication and awareness. In summary, this research highlights how important it is for businesses to understand the strategic importance of Green HRM in raising worker productivity and creating a sustainable workplace that benefits the company and the community at large.

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