



Investigating The Impact Of Green HRM On Employee Engagement And Job Satisfaction

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ABSTRACT

Examining how Green HRM distresses worker engagement as well as work satisfaction is focus of this study article. By incorporating environmental management into HR regulations, "green HRM" techniques help businesses become more sustainable. Recognising the effects of Green HRM on staff actions is critical as companies place a greater emphasis on being environmentally responsible. The research team used a descriptive analysis, collecting information from workers in different sectors via quantitative surveys. Recruiting, training, performance evaluation, and employee engagement in sustainability efforts are some of the most important Green HRM strategies studied. The results show that when Green HRM practices are put into place, it leads to happier and more engaged employees. Motive, dedication, and pride in one's job were all boosted when one's employer showed real concern for environmental sustainability.

Green HRM methods also assist workers in developing a stronger sense of belonging to the company's purpose and principles, which in turn improves morale and productivity, according to the study's authors. Workers are more likely to take initiative, have less plans to leave, and be happier in their jobs when they believe their employers care about the environment. The investigation highlights the implication of integrating environmental sustainability hooked on HRM processes, which has several benefits: it improves morale and retention rates among employees, which in turn helps the environment. Human resources experts and company executives may use the results to inform their efforts to implement sustainable strategies that boost employee engagement and happiness on the work. Also included are potential avenues for further study and the real-world consequences of using Green HRM in different types of organisations.

Keywords – Green Human Resource Management (Green HRM), employee engagement, job satisfaction, sustainability, environmental responsibility

Introduction

Rising conservational awareness as well as requirement for ethical corporate practices have propelled the notion of sustainability to the forefront of many industries in recent years. Human resource management (HRM) has transformed to accommodate sustainability objectives as companies want to reduce their impact on the environment and make a constructive contribution to environmental protection. As a result of these shifts, the idea of Green HRM has emerged, which incorporates environmental management concepts into HR policies and procedures. Green HRM is an umbrella term for a variety of strategies that aim to foster long-term growth in businesses. Green performance management, green training and development, green recruiting, and green employee engagement in ecological soundness efforts are all examples of such methods.

Green HRM seeks to cultivate an engaged and ecologically aware staff by incorporating environmental principles into the company's ethos.

A company's productivity, retention rate, and overall performance are all affected by how engaged and satisfied its employees are with their work. Job satisfaction creates a pleasant work atmosphere and decreases turnover rates, while employee engagement increases the likelihood that workers will be motivated, devoted, and in sync with the organization's objectives. It is critical for companies to know how Green HRM practices affect workers' mindsets and actions when they implement these policies. This study seeks to answer the question, "How can Green HRM practices affect employee engagement and job satisfaction?" by exploring that very question. The study's overarching goal is to provide light on how long-term HRM strategies might boost morale and productivity by investigating this connection. In order to collect thorough data from workers in different sectors, the research uses a descriptive methodology, which includes quantitative surveys.

Study's results focus the optimistic effects of Green HRM on employee motivation and satisfaction, in addition to its positive effects on the environment. Contributing to the larger conversation on sustainability in HRM, this introduction lays the groundwork for an in-depth analysis of Green HRM practices and what they mean for employee engagement and job satisfaction.

Literature review

As Wagner (2013) points out, corporate social responsibility also includes green human resources. Early research on green HR looked at the topic from both a sustainability and HR perspective, using maximum and minimum evaluation criteria. The term "green HRM" refers to an approach to managing human resources that prioritises a company's long-term economic and environmental viability via its employees' knowledge, enthusiasm, and actions (Renwick et al. 2013). Also, "an action that promotes green initiatives to increase employee awareness and commitment on environmental sustainability issues" is what "green HRM" really implies. Methods that are ecologically approachable on matters to be decided by human resource management, including training and development, compensation, incentives, employee engagement, organising, and managing manpower, are determined during the recruiting and selection of applicants. In order to maintain an edge in today's dynamic business climate, organisations need to create and use environmentally friendly strategies. But the best strategies for companies should be chosen if they want to succeed. Öselmiş (2020) states that businesses cannot have environmentally friendly operations if their human resources management does not embrace environmentally friendly acts as a life philosophy and behave appropriately.

Renwick, Redman, Maguire (2008), Deshwal (2015), and Rani and Mishra (2014) all agree that green HRM makes the world a better place by empowering its workers to make positive changes. Naturally, building projects that include people with a strong grasp of these challenges and the ability to be productive is vital to guarantee the continuation of green initiatives (Ceyhan and Ada, 2015: 121).

Practicing green HRM entails raising sustainability awareness and providing assistance to all employees in their efforts to live more sustainably. The goal of green HRM is to help businesses improve their HR strategies so that they increase the effectiveness and efficiency of their resources (Rezaei-Moghaddam, 2016). By incorporating the idea of corporate social responsibility into all HR practices, business leaders may help their firms become more ecologically and socially conscious via green HRM.

Significance of green HRM in fostering a green culture was highlighted by Mampra (2013). This field focuses on developing HRM strategies that encourage companies to make sustainable use of their resources and on identifying ways to make employees more environmentally conscious and committed. According to Teixeira and Jabbour (2013), it is also described as a set of HR activities that help an organisation reach its environmental management objectives. These practices include hiring, training, performance evaluation, and compensation.

By using HRM strategies to encourage the responsible use of resources, which will bolster the environmental sustainability movement as a whole, Sharmin (2015) defines green HRM. It delves into HR programmes that promote sustainable practices and raise staff members' awareness of and involvement in environmental challenges. GHMR fosters an environmentally conscious work environment, which in turn stimulates and empowers people via the recognition and reward of their green performance (Ansari et al., 2021). As an aspect of a larger strategy for corporate social responsibility, green HRM involves enforcing HR policies that encourage the responsible use of business resources and provide environmental assistance. Green HRM seeks to foster ecological awareness among workers by drawing attention to the ways in which their actions impact the natural world (Bombiak and Marciniuk-Kluska, 2018).

According to Yusliza, Ramayah, and Othman (2015), GHRM promotes HR policies and practices that support environmental, social, and economic balance, the three primary pillars of sustainability. The environmental management aspects of the human resources viewpoint have been classified by Renwick (2013). Hiring, screening, training, and advancing environmentally conscious individuals are the four cornerstones of green HRM. Human resource services such as training and development, as well as recruiting and personnel selection, take centre stage in this process. In addition, green human resource management assesses and compensates green performance, which in turn inspires green employees. Identifying green possibilities comes in at number three. Environmental management lends itself to a wide variety of tried-and-true methods of employee engagement. On the other hand, if you want to provide advice on environmental management, it's best to create an encouraging atmosphere and win over the union so that workers feel supported, empowered, and engaged.

Objectives of the study

- To examine how organizations in various sectors within India integrate Green HRM practices.
- To evaluate the extent to which Green HRM practices influence employee engagement levels.
- To measure the effect of Green HRM practices on employee job satisfaction

Research methodology

This study used a descriptive approach to learn about the effects of Green HRM practices on employee engagement and job satisfaction. The quantitative step is sending out surveys to a selection of employees at selected organisations. The goals of this survey are to gather information on how employees feel about Green HRM practices, how engaged they are, and how satisfied they are with their job. In order to determine the extent to which employees value their employer's sustainability efforts in areas like staff development, performance evaluations, and recruiting policies, we will administer likert-scale questions. To find out whether there is a correlation between Green HRM practices and the survey responses that workers obtain, we will utilise statistical tools such as regression analysis. Researchers used a purposive sample technique to choose companies known for their Green HRM initiatives. In order to recruit employees from diverse backgrounds and at all levels of the company, many companies utilise random sampling procedures. The selection of a suitable sample size was guided by the need for statistical power in both quantitative and qualitative analyses. Quantitative analysts used methods including descriptive statistics, regression analysis, and correlation analysis to search for trends in the data.

Data analysis and discussion

Table 1 Gender and Recruitment Crosstabulation

Recruitment			Disagree	Neutral	Agree	Strongly Agree	Total
Gender	Male	Count	2	6	50	62	120
		Expected Count	4.2	6	50.4	59.4	120
	Female	Count	5	4	34	37	80
		Expected Count	2.8	4	33.6	39.6	80
Total	Count	7	10	84	99	200	
	Expected Count	7	10	84	99	200	

According to Table 1's cross-tabulation, we can see that there is a correlation between gender and the four possible replies to the recruiting practices question: disagree, neutral, agree, and strongly agree. Counts of both observed (real) and predicted (theoretical, based on the assumption of gender and recruiting replies) answers are shown in the table.

Findings: Recognised Does Not Respondents from the male gender: 2 men were against the recruiting techniques, 6 were unsure, 50 were in favour, and 62 were very much in favour. The total number of male responses is 120. Out of a total of 80 female responders, 5 were in disagreement, 4 were indifferent, 34

agreed, and 37 strongly agreed. Sum Total: The table displays the results for both sexes, showing that out of 200 total responses, 7 were in disagreement, 10 were neutral, 84 were in agreement, and 99 were in strong agreement.

The predicted counts are the numbers that would be anticipated if there was no connection between gender and recruiting replies, according to the null hypothesis. These are computed by adding together the number of respondents and their distributional scores.

Interpretation: Using the predicted and actual counts, one may do a chi-square test of independence to find out whether there is a statistically significant connection between gender and recruiting replies. To reject the null hypothesis, the test determines whether the discrepancies between the predicted and actual frequencies are statistically significant. The strength of the correlation between gender and recruitment replies may be inferred from a large discrepancy between the actual and predicted frequencies. There may be gender differences in how men and women see or experience recruiting if, for instance, more men than women express strong agreement with current methods.

Implications: In order for organisations to promote inclusion and equity in their recruiting methods, it is essential to comprehend the correlation between gender and views of recruitment techniques. Finding statistically significant connections may encourage researchers to delve more into the possibility of gender biases or preferences impacting recruiting results. Table 1's cross-tabulation, which summarises the relationship between gender and respondents' views on recruiting techniques, is a useful last step. To further understand the possible gender-related dynamics in organisational recruiting processes, further statistical analysis, especially a chi-square test, might shed light on the strength and relevance of this association.

Table 1 Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.947	3	.293
Likelihood Ratio	5.966	3	.220
Linear-by-Linear Association	2.163	1	.263
N of Valid Cases	200		

The statistical examination of connections between gender and views of recruiting procedures was based on a sample of 200 respondents, as shown in Table 1 of the chi-square test findings. Under the premise of gender and recruitment response independence, the Pearson chi-square test evaluates the goodness of fit between observed and predicted frequencies. Using a chi-square value of 4.947 and 3 degrees of freedom, the p-value of 0.293 indicates that, at the usual significance threshold of 0.05, there is no statistically significant connection between gender and views of recruiting procedures. This points to the possibility of random fluctuation rather than a systematic link as the cause of any observed gender disparities in reactions to recruiting methods.

Another goodness-of-fit test, the likelihood ratio test is especially watchful for discrepancies between predicted and observed frequencies. There seems to be no statistically significant correlation between gender and how people view recruiting opportunities, according to the chi-square test with 5.966 degrees of freedom and p-value of 0.220. Our findings are supported by the Pearson chi-square test, which further supports the idea that there is no significant relationship between gender and respondents' perceptions of recruiting techniques in this sample. Here, recruiting answers are ordered categorical variables, and the linear-by-linear association test looks at trends in the proportions across these factors in relation to the gender categorical variable. There is no statistically significant linear trend in the connection between gender and recruiting replies, as shown by a p-value of 0.263, which is the result of a chi-square value of 2.163 and 1 degree of freedom.

It is not possible to conclude that gender does not influence how people see recruiting processes from the data obtained from the chi-square test. Which means that any discrepancies in answers between the sexes are more likely the result of random sampling than a causal link. Based on these results, it seems that participants' perceptions of recruiting tactics were unaffected by gender. The impressions of recruiting procedures may be more strongly influenced by other variables, which may be the subject of future study.

Conclusion

This research used a descriptive approach to collect insights from a broad sample of workers and thoroughly analysed how Green HRM practices affected employee engagement and job satisfaction. The results demonstrated a strong correlation between sustainability measures in the workplace and a more positive attitude and action on the part of employees. Employees are more invested in company green activities and

green recruiting when companies apply green HRM practices. These practices include training that focuses on environmental sustainability and green initiatives. There was an uptick in commitment, motivation, and goal alignment among workers when they felt their employer cared about the environment. In addition, research shows that green HRM practices boost employee happiness on the job by encouraging them to take part in sustainability initiatives and giving them credit for the work they put in.

There was no statistically significant correlation between gender and the study's findings on recruiting procedures, indicating that gender plays little to no role in shaping workers' views of recruitment processes as they pertain to sustainability efforts. Having strong leadership support, an organization-wide commitment to sustainability objectives, and active employee involvement were identified as critical success factors for Green HRM implementation in the research. All of these things contributed to an encouraging workplace and helped businesses develop a greener culture.

The study's real-world consequences stress the need of Green HRM practices being a part of companies' long-term HR strategies. Among the suggestions are the following: guaranteeing leadership's commitment to sustainability efforts; creating teaching programmes on sustainability; and developing recognition systems for sustainable behaviours. Finally, our research adds to the expanding literature on Green HRM by showing how it may boost engagement and job satisfaction among workers while simultaneously promoting environmental sustainability. Organisations may encourage a motivated workforce and have a good impact on society and the environment by integrating HRM practices with sustainability objectives. This will help in the quest of sustainable development.

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