A STUDY ON WORK BEHAVIOUR OF HR PERSONNEL TOWARDS ENVIRONMENT TO ENDORSE GREEN HRM PRACTICES AT WORKPLACE

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ABSTRACT

The Green HRM is an emerging subject in current scenario. Organisations have to give importance to social and environmental factors along with financial and economic factors for permitting the business to be successful in the corporate sector thereby enabling achievement of profit by the shareholders. Employees are expected to sustain corporate values and objectives around the green agenda. In order to strengthen green organisational behaviour, it is important to acknowledge that environmentally relevant attitudes and behaviour are not only learned entirely at the workplace but also in private life. People have distinctive modes of living. They practice particular consumption patterns in their everyday life which have different effects on the environment (Reuswijk, 1994; Söderholm, 2010). Therefore, employees’ private role as consumers is considered somewhat decisive for learning and practicing environmental attitudes and behaviour. It is important to understand features of HR managers, their decisions and behaviours which are central to Green HRM. The research paper tries to focus on the implementation of green HR practices and its impact on work behaviour of personnel.

KEYWORDS


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INTRODUCTION

Theoretical Framework/Green HRM

The Green HRM is an emerging subject in current scenario. Organisations have to give importance to social and environmental factors along with financial and economic factors in order to enable the business to be successful in the corporate sector thereby enabling achievement of profit by the shareholders. Green HRM can develop corporate image and brand name of the company. Green HR practices are helpful for organisations as well as for society to protect and measure environmental aspects. The initiatives of Green HR can help companies find optional ways to bring down cost without losing their talent. Companies can lead towards competitive advantage by taking Green HR initiatives. This also has a positive influence on the work behaviour of employees as they feel that apart from their functional contribution on the job, they have an imperative accountability in preserving environment. For the same reason, employees are expected to uphold corporate values and targets around the green agenda.

HR Personnel’s Green Behaviour

Today, Green HRM has become vital part in business strategies for organisations. HR departments in significant organisations have an active participation in going green at workplace. Green human resources refer to use every employee interface to endorse sustainable practices and also to raise employee alertness and commitments towards going green. It involves undertaking environment related HR participation resulting in better efficiencies of tasks, lesser costs and improved employee engagement and retention. Such initiatives help organisations to minimise employee carbon footprints by:

- Electronic filing,
- Car sharing,
- Job-sharing,
- Tele-conferencing and virtual interviews,
- Recycling,
- Telecommuting,
- Online training,
- Energy-efficient office spaces etc.

The HR function will become the driver of environmental sustainability within the company by supporting its practices and policies with sustainability goals reflecting an eco-focus.

It Involves some of the Responsible Environment-Friendly HR Initiatives Resulting in:

1. Greater efficiencies,
2. Lower costs and better employee engagement and retention.

In order to strengthen green organisational behaviour, it is important to acknowledge that environmentally relevant attitudes and behaviour are not only learned exclusively at the workplace but also in private life. People have their own individual differentiating modes of living. They practice specific consumption patterns in their everyday life, which have different effects on the environment (Reuswijk, 1994; Söderholm, 2010). Therefore employees’ private role as consumers is considered crucial for learning and practicing environmental attitudes and behaviour.

Green HR Functions

Some of the Green HR functions which help to create a work behaviour that can create, understand and appreciate green culture in organisations are as follows:
Green Recruitment
It is a system in which the focus is given on importance of the environment and making it major element in an organisation.3

Green Performance Management
Green performance management consists of issues which are associated with environmental concerns and policies of the company. Green behaviour also concentrates on use of environmental responsibilities.

Green Training and Development
Green training and development educate employees about the value of Environmental Management, train them in working methods that conserve energy, reduce waste, diffuse environmental consciousness inside the organisation, and offer an opportunity to engage employees in environmental problem-solving.4

Green Compensation
In the context of Green HRM, rewards and compensation can be assumed as potential tools for supporting environmental activities in organisations.

Green Employee Relations
Employee participation in Green initiatives boosts the chances of improved green management as it aligns employees' goals, capabilities, motivations, and perceptions with green management practices and systems.8

CONCLUSION
Though the green movement and Green HR are still in the stages of formative years, growing awareness within organisations of the significance of green issues have compelled them to embrace environment-friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint, and using and producing green products. Clearly, a majority of the employees feel strongly about the environment and they show signs of better commitment and job fulfilment towards an organisation that is ever ready to go "Green."9

REFERENCES