

An Analysis of Employees Green Human Resource Management Practices with reference to Automobile Industry in Chennai city

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ABSTRACT

The purpose of this research is to evaluate green human resource practises among employees in the automobile industry. We employed a quantitative survey strategy in this study, which included a Google Forms survey from the target persons and a Questionnaire directly from the firm. Employees of automobile companies, with a sample size of 200. Green human resource management has lately been merged with ecological management in business, urbanisation, and industrialisation, among other things. It is primarily in charge of human resources management, and the working circumstances are pleasant. Companies should be more aware of each of the competencies that make human resources management green, according to the experts. The growth of a country necessitates the integration of natural and human resource management. Organizations are now aware that, in addition to monetary rewards, they must consider the social and environmental consequences to ensure that they are manageable. As a result, academic analysts and professionals have recently weighed in on this concept. Based on several recent papers, this research explores GHRM practises in organisations. The relevance of GHRM ideas, practises, strategies, and challenges in business was discovered in the study. The research employs defined methodologies to monitor, collect, and disseminate current green human resource management surveys.

Keywords: GHRM, Human Resources Management, Environment, Sustainability, Organization culture, training, recruitment, commitment.

INTRODUCTION

The main definition of "green HRM" is the contribution of HRM practises and policies to the overall company environmental goal. It means utilising each employee to support sustainable practises and raise employee commitment and awareness to the sustainability challenge.

A. BENEFITS OF GREEN HRM:

1. Assisting businesses in cutting expenses without sacrificing talent.
2. By being environmentally responsible and fostering a fresh, welcoming atmosphere, businesses may

develop significantly and make significant operating savings by lowering their carbon footprint.

3. It assists in boosting staff dedication and work satisfaction, which promotes increased output and sustainability.
4. Foster a culture of caring about the safety and health of coworkers.
5. An increase in the staff retention rate.
6. A better public image
7. Increase staff morale.
8. Increased success in luring superior candidates.
9. A decrease in the company's environmental effect.
10. Increased performance and improved competition.

B. *DISADVANTAGES OF GREEN HRM:*

The following is a list of the main drawbacks:

1. Start-up expenses.
2. Insufficient savings.
3. Increasing capital expenditures.
4. Inequitable competition
5. Minimal effect
6. Employee resistance and disinterest.

C. *IMPLEMENTING GREEN HRM*

1. Implement methods of rewarding individual and collective environmental performance in remunerated and non-remunerated ways;
2. Recruit and choose people who are committed to the environment;
3. Train and evaluate employees' performance based on environmental criteria; Stimulate Continuous Education In Environmental Management;
4. Encourage teamwork amongst teams to address environmental issues and work toward continuous improvement of environmental management activities.
5. Treat environmental aspects as corporate culture values.

D. *GREEN HRM PRACTICES*

1) *GREEN ORGANIZATION CULTURE:*

Eco-friendly culture, environment-friendly culture, sustainability-focused culture, etc. are some of the terminology used to describe the idea of a green organisational culture, which is primarily based on extending organisational culture to a green oriented setting.

2) *GREEN RECRUITMENT AND SELECTION:*

Green hiring entails a minimally disruptive hiring procedure that uses no paper. By ensuring that new hires are familiar with an organization's environmental culture and are able to uphold its environmental ideals, recruitment strategies may assist good environmental management. In order to build green policies that will help the management of the firm accomplish its objectives, recruiters might implement both corporate and green policies.

3) GREEN TRAINING AND DEVELOPMENT:

Employee skills, knowledge, and attitudes are all developed via the practise of "green training and development." Employees should get training in energy management, waste reduction, and spreading environmental consciousness inside the company as part of the green training and development programmes.

4) GREEN PERFORMANCE APPRAISAL MANAGEMENT:

The topics pertaining to organisational policy and environmental responsibility are covered by green performance management. The quality and worth of environmental performances are increased when environmental management is included into the performance management system.

5) GREEN REWARD AND COMPENSATION:

Contributions to green management should be acknowledged through compensation and incentive policies. The development of green talents by employees should be recognised in compensation plans. While non-monetary awards may include sabbaticals, special leave, and presents for employees and their families, monetary rewards for contributions to environmental management may be given in the form of pay increases, cash incentives, and bonuses.

II. REVIEW OF LITERATURE

Margaretha and Saragih(2021) has stated Flexible work schedules, electronic filing, car sharing, job-sharing, teleconferencing, and virtual interactivity are some examples of green HRM practises that help organisations reduce employee carbon footprints. Green HRM also includes environmentally friendly HR beginnings and practises for sustainable use of resources that result in more efficiencies, less waste, improved job-related attitudes, improved work/private life, lower costs, and improved employee performance and retention.

Huang, Shih-Ming (2020) had studied the impact of green-certified buildings on the results of human resources. For two intact groups of male employees working for the same public sector employer in Taiwan, one group works in a certified green organisation, and the other group works in two non-green organisations, this observational study compares self-reported health symptoms (HS) and satisfaction with green workplace design using survey data. According to study findings, participants in green organisations reported better levels of satisfaction and health symptoms (HS) than those in non-green organisations. However, putting these green ideas into reality is not a straightforward undertaking; green HRM implementation faces a number of challenges.

Clarke (2006) has created Companies have two choices for hiring environmentally conscious workers: The first step is to prioritise green hiring. The second is ensuring that the current workforce receives the necessary environmental protection-related awareness, education, training, and development. The first solution is more cost- and proactive-efficient than the second. Therefore, finding the finest green hiring methods is crucial for businesses. Some businesses connect their corporate environmental policies and initiatives with their recruiting policies in the context of hiring. The majority of workers (more than 75 percent) who were contemplating working for an organisation thought it was crucial that they had an active environmental policy to decrease carbon emissions, according to a poll by the British Carbon Trust.

Turban and Cable (2003) has showed that Organizations with stronger reputations draw in a wider application pool, from which they may choose personnel from a pool that contains more qualified candidates. Corporate social responsibility (CSR) literature provides evidence in support of the hypothesis that Sustainable HRM enhances workplace attractiveness. In its commercial operations and relationships with stakeholders, CSR refers to an organization's voluntary environmental efforts. A few research suggest a beneficial correlation between CSR and employer allure.

Ramus (2001) has claimed that few organisations have succeeded in achieving sustainability goals, mostly because management and supervisors lack motivation and support, despite evidence that praise and awards favourably influence green organisational outcomes.

III. RESEARCH METHODOLOGY

Data collection, analysis, and testing of the research model utilised in this study all used a descriptive research approach. The population for the study was chosen to be the Automobile Company Employees in Chennai. Employees from the automobile industry made up the frame. The practical sampling technique was used. Then, in each stratum, random sampling was used. 200 people were included in the sample, which was gathered both personally and via Google Form & directly. Surveys were the major data collecting strategy, and structured questionnaires were the key data collection devices. Websites, online journals, published reports, and literature reviews from published publications made up the secondary data collecting approach. Analytical techniques for evaluating hypotheses, such the Chi square test, are the primary instruments used in statistical analysis. Only 200 people participated in the sample research. Only employees working for the automobile industry are the focus of the study. The research employs preset structured questions. This research is impartial.

IV. OBJECTIVES OF THE RESEARCH

- 1) To understand the basics of green HRM practices and to know the works happening on green HRM in Automobile company in Chennai.
- 2) To discuss about the current practices in green HRM and to suggest initiatives for green HRM in Automobile company.
- 3) To identify the Green HRM awareness among employees.

V. DATA ANALYSIS AND FINDINGS

From the below table and chart, it is inferred that Majority (60%) are agree to the statement that Top Management Clarify Information And Aloes Of Environmental Management Throughout Organization. Majority (55%)are strongly agreed to the statement that Develop Punishment System And Penalties For Non Compliance In Environmental Practices. Majority (51%) are strongly agreed to the statement that Top Management Activity Support Environmental Practices. Majority (48%) disagreed to the statement that Team Budgets Cover Environmental Impact. Majority (53%) are strongly agreed to the statement that Organization Vision And Mission Include Environmental Concern.

TABLE.1. TABLE INDICATING THE STATEMENTS OF GREEN ORGANIZATION CULTURE

GREEN ORGANIZATION CULTURE	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		TOTAL	
	F	P	F	P	F	P	F	P	F	P	F	P
Top Management Clarify Information And Alues Of Environmental Management Throughout Organization	40	20	120	60	10	5	16	8	14	7	200	100
Develop Punishment System And Penalties For Non Compliance In Environmental Practices	110	55	38	19	28	14	16	8	8	4	200	100
Top Management Activity Support Environmental Practices	102	51	40	20	32	16	14	7	12	6	200	100
Team Budgets Cover Environmental Impact	46	23	22	11	18	9	96	48	18	9	200	100
Organization Vision And Mission Include Environmental Concern	106	53	46	23	26	13	12	6	10	5	200	100

Source: Primary Data

CHART.1. CHART REPRESENTING STATEMENTS OF GREEN ORGANIZATION CULTURE

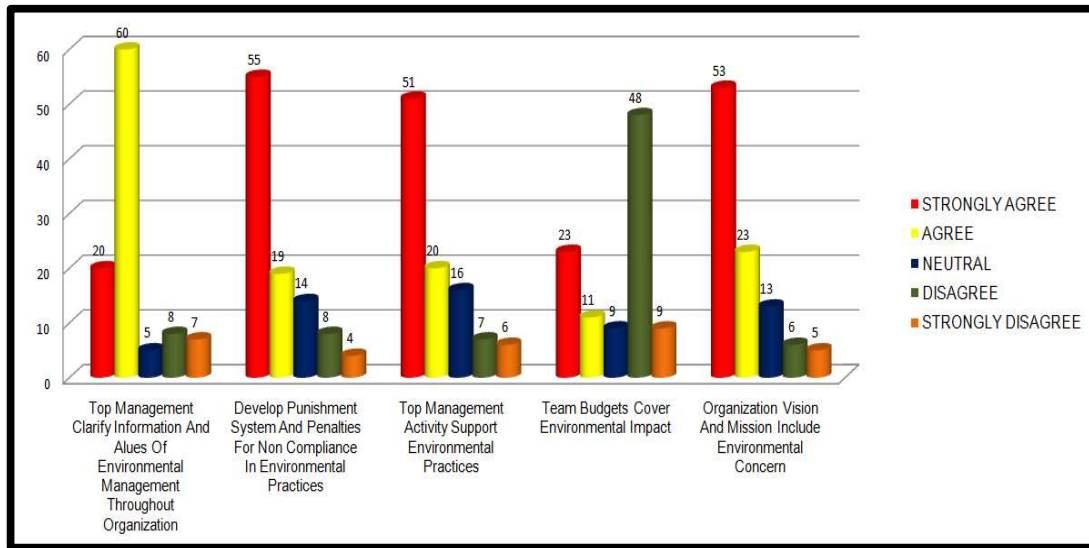
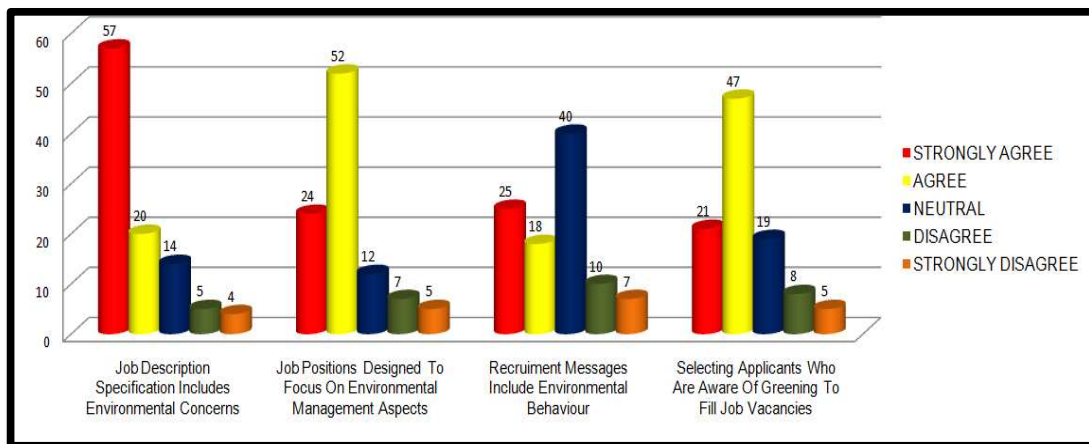


TABLE.2. TABLE INDICATING THE STATEMENTS OF GREEN RECRUITMENT AND SELECTION

GREEN RECRUITMENT AND SELECTION	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		TOTAL	
	F	P	F	P	F	P	F	P	F	P	F	P
Job Description Specification Includes Environmental Concerns	114	57	40	20	28	14	10	5	8	4	200	100
Job Positions Designed To Focus On Environmental Management Aspects	48	24	104	52	24	12	14	7	10	5	200	100
Recruitment Messages Include Environmental Behaviour	50	25	36	18	80	40	20	10	14	7	200	100
Selecting Applicants Who Are Aware Of Greening To Fill Job Vacancies	42	21	94	47	38	19	16	8	10	5	200	100

Source: Primary Data

CHART.2. CHART REPRESENTING THE STATEMENTS OF GREEN RECRUITMENT AND SELECTION



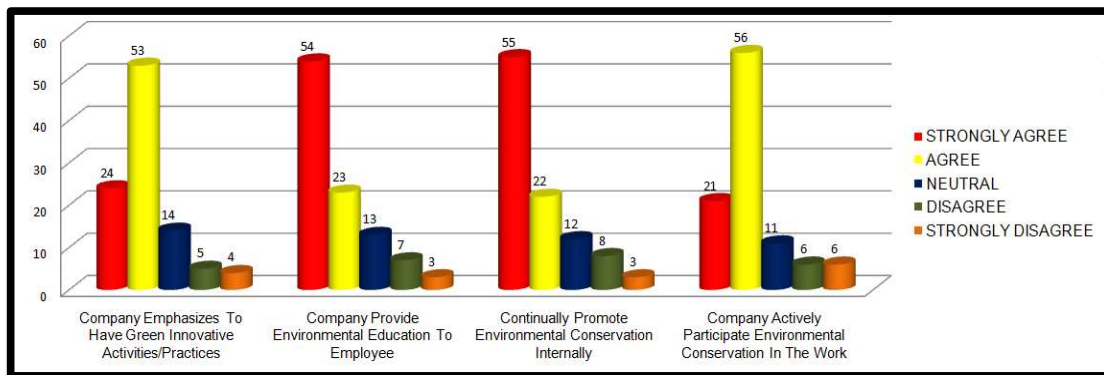
From the above table and chart, it is inferred that Majority (57%) are strongly agreed to the statement that Job Description Specification Includes Environmental Concerns, Majority (52%) are agreed to the statement that Job Positions Designed To Focus On Environmental Management Aspects, Majority (40%) are neutral to the statement that Recruitment Messages Include Environmental Behaviour, Majority (47%) are agreed to the statement that Selecting Applicants Who Are Aware Of Greening To Fill Job Vacancies.

TABLE.3. TABLE INDICATING THE STATEMENTS OF GREEN TRAINING AND DEVELOPMENT

Source: Primary Data

CHART.3. CHART REPRESENTING THE STATEMENTS OF GREEN TRAINING AND

DEVELOPMENT



From the above table and chart, it is inferred that Majority (53%) are agreed to the statement that Company Emphasizes To Have Green Innovative Activities/Practices, Majority (54%) are strongly agreed to the statement that Company Provide Environmental Education To Employee, Majority (55%) are strongly agreed to the statement that Continually Promote Environmental Conservation Internally, Majority (56%) are agreed to the statement that. Company Actively Participate Environmental Conservation In The Work.

TABLE.4. TABLE INDICATING THE STATEMENTS OF GREEN PERFORMANCE APPRAISAL MANAGEMENT

GREEN PERFORMANCE APPRAISAL MANAGEMENT	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		TOTAL	
	F	P	F	P	F	P	F	P	F	P	F	P
Company Targets With Performance Evaluation System	50	25	96	48	26	13	16	8	12	6	200	100
Employees Know Their Specific Green Targets, Goals And Responsibilities	46	23	32	16	98	49	14	7	10	5	200	100
Environment Behavior Are Assessed And Included As Performance Indicator	44	22	34	17	100	50	12	6	10	5	200	100
Providing Regular Feedback To Employees Or Teams To Achieve Environmental Goals	102	51	38	19	40	20	12	6	8	4	200	100

Source: Primary Data

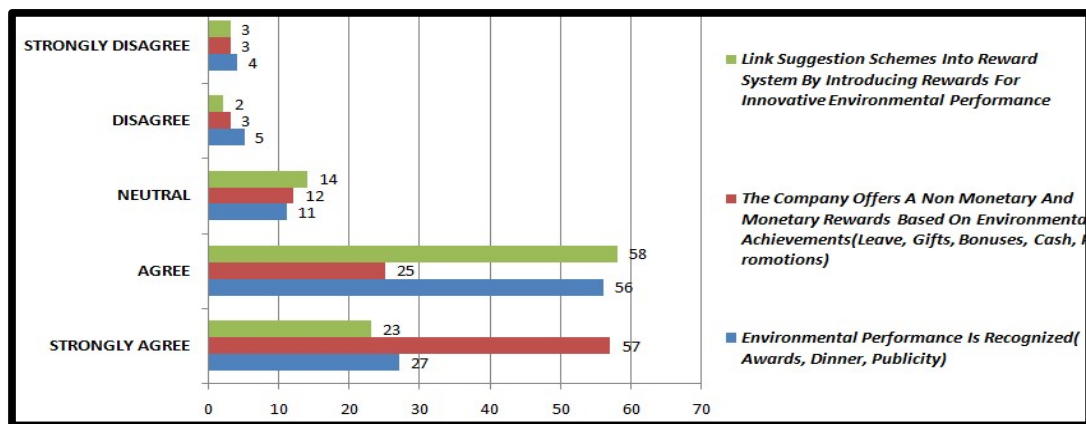
CHART.4. CHART REPRESENTING THE STATEMENTS OF GREEN PERFORMANCE APPRAISAL MANAGEMENT

From the above table and chart, it is inferred that Majority (48%) are agreed to the statement that Company Targets With Performance Evaluation System, Majority (49%) are neutral to the statement that Employees Know Their Specific Green Targets,Goals And Responsibilities, Majority (50%) are neutral to the statement that Environment Behaviour Are Assessed And Included As Performance Indicator, Majority (51%) are strongly agreed to the statement that Providing Regular Feedback To Employees Or Teams To Achieve Environmental Goals.

TABLE.5.TABLE INDICATING THE STATEMENTS OF GREEN REWARDS AND COMPENSATION

GREEN REWARD AND COMPENSATION	STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE		TOTAL	
	F	P	F	P	F	P	F	P	F	P	F	P
Environmental Performance Is Recognized(Awards, Dinner, Publicity)	48	27	112	56	22	11	10	5	8	4	200	100
The Company Offers A Non Monetary And Monetary Rewards Based On Environmental Achievements (Leave, Gifts, Bonuses, Cash, Promotions)	114	57	50	25	24	12	6	3	6	3	200	100
Link Suggestion Schemes Into Reward System By Introducing Rewards For Innovative Environmental Performance	46	23	116	58	28	14	4	2	6	3	200	100

Source: Primary Data

CHART.5. CHART REPRESENTING THE STATEMENTS OF GREEN REWARDS AND
COMPENSATION

From the above table and chart, it is inferred that Majority (56%) are agreed to the statement that Environmental Performance Is Recognized(Awards, Dinner, Publicity).Majority (57%) are strongly agreed to the statement that The Company Offers A Non Monetary And Monetary Rewards Based On Environmental Achievements (Leave, Gifts, Bonuses, Cash, Promotions).Majority (58%) are agreed to the statement that Link Suggestion Schemes Into Reward System By Introducing Rewards For Innovative Environmental Performance.

TABLE.6.TABLE INDICATING THE ONE WAY ANOVA

H0(Null hypothesis) = There is no significant difference between the Age and the Green HRM Practices.

H1(Alternate hypothesis) = There is no significant difference between the Age and the Green HRM Practices

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
GREEN ORGANIZATION CULTURE	Between Groups	354.171	4	118.057	762.038	.000
	Within Groups	53.603	196	.155		
	Total	407.774	200			
GREEN RECRUITMENT AND SELECTION	Between Groups	366.105	4	122.035	586.348	.000
	Within Groups	72.012	196	.208		
	Total	438.117	200			
GREEN TRAINING AND DEVELOPMENT	Between Groups	368.047	4	122.682	479.136	.000
	Within Groups	88.593	196	.256		
	Total	456.640	200			
GREEN PERFORMANCE APPRAISAL MANAGEMENT	Between Groups	340.883	4	113.628	689.851	.000
	Within Groups	56.991	196	.165		
	Total	397.874	200			
GREEN REWARD AND COMPENSATION	Between Groups	458.187	4	152.729	536.871	.000
	Within Groups	98.430	196	.284		
	Total	556.617	200			

It is inferred from table 6 that Since p value (0.000) is less than 0.05 at 5 percent level of significance we accept the alternate hypothesis and reject the null hypothesis. Hence there is a significant difference between the Age and Green HRM practices.

VI. RECOMMENDATIONS

1. Providing staff with incentives and training to develop methods to limit the usage of chemicals that harm the environment in their goods
2. Assisting staff in figuring out how to recycle materials that can be used to build playgrounds for kids who lack access to safe places to play.
3. When a firm designs its HRM system, equity, development, and well-being are taken into consideration. This promotes the long-term sustainability of both internal (employee) and external (community) communities.
4. To prevent disturbance for employees, their families, and their communities, long-term employment stability should be emphasized.
5. Employers' use of job portals for recruiting and the custom of phone, internet, and video interviews, which can reduce the candidate's need to travel and have an impact on the decrease in paperwork.
6. Employers may encourage employees to support the environment by setting up a workplace that is eco-friendly and offering lifestyle perks like free bicycles, pollution-free automobiles for commuting to work, and carbon credit equalisers.
7. Today's talented, competent, and seasoned workers are ecologically sensitive and constantly seek self-actualization in order to be dedicated to their profession. Green HR may foster this dedication by adhering to green principles and methods.
8. Recruiting, training, and performance evaluation can all be done using the least amount of paper and printed documents possible.

9. Employers may foster a green workplace by utilising less printed documents, more recyclable materials, eco-friendly shopping and lunch bags, and a ban on plastic and bottled water in the office.
10. Energy-saving green technology may be employed in the workplace, including light bulbs.

VII. CONCLUSION

Today, businesses are attempting to balance their commitment to the environment with their desire to maximise profits. Organizations that put more of an emphasis on the environment nowadays are more well-liked by the general public. Organizations are being driven to pay greater attention to the environment as a result of the society's growing environmental consciousness. It may now appear that increasing investments in environmental concerns would reduce profits. The firm can then employ non-financial practises like green human resource management. Higher acceptance will result from more attention. A more intense concentration will help a company optimise its profits over the long term. The study's findings suggest that green concepts and methods are becoming more and more relevant in several enterprises and the human resources field. Being the defenders of company culture and policy, HR directors are crucial for instilling in each employee a feeling of accountability for a sustainable, green approach to human resources management.

Through this research, Green Human Resource Management Practices in the Automobile Industry have been identified. These practises deal with the implementation of Green Organization Culture, Green Recruitment and Selection, Green Training and Development, Green Performance Appraisal Management, and Green Reward and Compensation. However, still more change is required before employees and organisations can "take that big leap" toward ensuring that greening processes are used in all of their activities.

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