

Green HRM Initiatives: Integrating Eco-friendly and Sustainable Practices in IT Sector

Mariyala Nikitha

Student, BBA III Year, Department of Management Studies, Bhavan's Vivekananda College of Science, Humanities and Commerce, Sainikpuri, Secunderabad –500094.

Tanusha Ande

Student, BBA III Year, Department of Management Studies, Bhavan's Vivekananda College of Science, Humanities and Commerce, Sainikpuri, Secunderabad –500094.

Sneha Patalay

Research Scholar, Department of Management Studies, VFSTR Deemed to be University, Guntur District, Andhra Pradesh. - 522213

ABSTRACT

In this world, Sustainability is revolving around the business these days for its significant impact on result. As the world is becoming more contaminated and resources are depleting at a faster pace, it is vital to implement green HRM in several organisations. Green HRM can navigate organizational change, cultivate a culture of environmental responsibility, and contribute to overall corporate sustainability. This research aims to study the importance of HR involvement in encouraging a sustainable development in Training and Development in IT Sector. This paper studies present Green Human Resource Management practices that are adopted by the various organizations and how they are implemented in the current business scenario. This study uses the primary data collection method through questionnaire with a sample size of 70 to gather the insights on Green HRM and sustainable practices. Green HRM and sustainable practices would result in enhancing employee attitudes and behaviours towards the environment. Organizations can increase their employee satisfaction and overall performance while also making a positive impact on a more sustainable future by implementing eco-friendly HR practices.

Keywords: *Green HRM, Sustainable Development, Eco-friendly practices, Environmental Awareness, Training and Development.*

INTRODUCTION

Green HRM practices are the approaches & methods that make employees and overall HR functions Eco-friendlier and more sustainable. "Green HRM refers to using every employee to support sustainable apply and increase employee responsiveness and commitments on the problems of sustainability. (Rani, S., & Mishra, K., 2014)". IT Sector has significant carbon footprint, so it has been under growing pressure to adopt eco-friendly and sustainable practices. "The Green Human Resources Management (Green HRM) has emerged from companies engaging in practices related to protection of the environment and maintaining ecological balance. (Ullah, M. M., 2017)". Previous studies have analysed Green HRM in different sectors, but its implementation in the IT sector, requires an in-depth study. The purpose of this study is to find out how Green HRM practices are being integrated into the IT sector. "Green Training and Development: Introducing the concept of training on environmental management, and to integrate instruction and generation of eco values. (Sharma, K., 2016)". The amalgamation of Green HRM and Eco-friendly practices in the IT sector is essential for training and developing the employees as they can even more contribute to the corporate social responsibility. This research contributes to the growing body of literature on sustainable business practices and provides vital information for IT companies seeking to improve their environmental performance. This structure ensures a comprehensive overview of Green HRM in the IT sector.

LITERATURE REVIEW

Aishwarya, N., & Thahriani, R. (2020). HR green initiatives for sustainable development. This paper has explored the different areas of HRM like recruitment, training & development and defined the contribution of various corporate sectors. This study concluded that HR consists of a key role in implementing greener business practices, and hiring new workers, promoting greener working practices, and reforming environmentally unfriendly behaviours.

Cherian, J., & Jacob, J. (2012). A study of green HR practices and its effective implementation in the organization: A review. The paper identifies the need to present a review of research which helps in identifying how corporations today develop human resource policies for promoting EMS initiatives. From this paper, it is acknowledged that Green HRM is important for the employees and organisational well-being. It will lead to improved public image, productivity, and sustainability. It also identified the

need to bridge the gap between professional implementation of green HRM and its links to the research and teaching environmental management.

Hosain, S., & Rahman, M. D. (2016).” Green human resource management: A theoretical overview”. This paper studies the various concepts of green HRM practice that are conducted in various organizations of the IT sector and to study the strategic implementation of Green Human Resources Management on various traditional HR activities in IT sector.

Mehta, K., & Chugan, P. K. (2015).” Green HRM in pursuit of environmentally sustainable business. Pursuit of Environmentally Sustainable Business”. This paper examines the concept of Green Human Resource Management and the companies approach towards green HRM with its advantages, policies and practices. This paper discusses the current trends of green HRM practices in companies.

Muisyo, P. K., Qin, S., Ho, T. H., & Julius, M. M. (2022).” The effect of green HRM practices on green competitive advantage of manufacturing firms.” This paper focuses on the link between green human resource management (GHRM) and green competitive advantage (GCA) and also aims to find the effects on GHRM and GCA on firms. The paper identified that Green HRM Practices such as Green Training and Development, Green Recruitment, Green performance management has a positive effect on a firm's GCA. The firms which follow green product innovation (GPDI) and green process innovation (GPRI), helps to increase the firm's GCA.

Rani, S., & Mishra, K. (2014). Green HRM: Practices and strategic implementation in the organizations. This research paper investigates the practices and strategic implementation of Green HRM in the organizations. The model presented in this article clearly separates the generally established HRM system practices with a system that implements Green HRM. It also identified the scope where implementation of Green HRM is not applied.

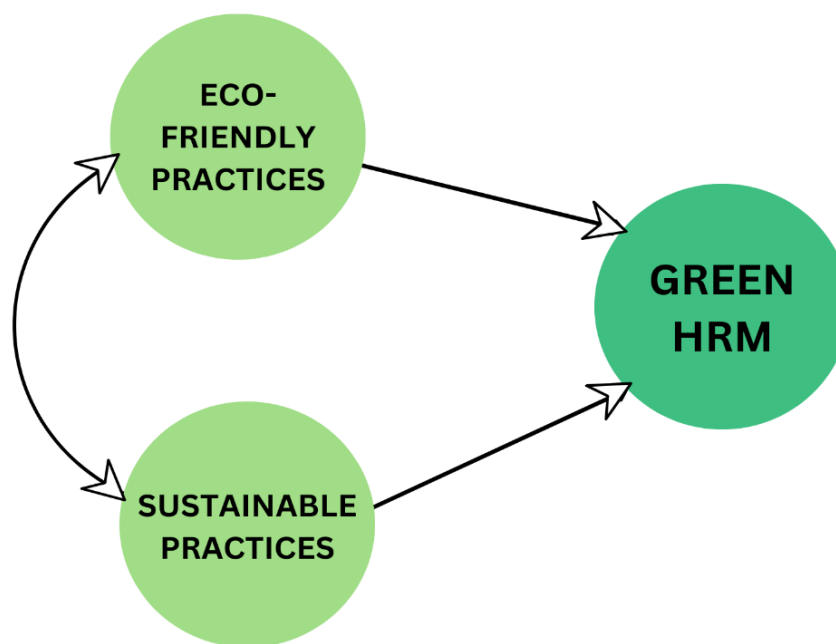
Sharma, K. (2016). Conceptualization of green HRM and green HRM practices: Commitment to environment sustainability. This paper examines the urge for the establishment of the environment and its eco-friendly resources into human resource management (HRM) in the organizations and a process model of the HR processes involved in green HRM. This study identified HR is the major role player in implementing Green HRM practices and policies. HR plays a crucial role in enthusing, promoting and inspiring employees for initiating green practices for greener business.

Yadav, M., & Ramaswamy, S. (2020). “A study of green HRM activities as a part of initiative towards sustainable development in the contemporary business environment.”

This paper focuses upon various Green HRM practices that are applied by organizations worldwide, and how these environment friendly practices of Green HRM to be included in job description and specification, training, and development. This study found that organizations across the world should take care that each function of HRM must convert into Green to help the environment and sustainability.

Zubair, D. S. S., & Khan, M. (2019). “Sustainable development: The role of green HRM.” This paper analysis the practices that need to be integrated through various functions and it also aims to explore the concept of Green Human Resource Management. Organizations should implement sustainable practices in a way that it will help organisations to increase economically and environmentally.

CONCEPTUAL MODEL



Source - Primary Data Source

OBJECTIVES OF THE STUDY

The present study has 3 objectives which aims at to-

To identify the eco-friendly and sustainable HR practices currently being enforced in the IT sector.

To assess the awareness of the IT professionals in various organizations.

To know various Training & Development programmes conducted in the IT Sector.

RESEARCH METHODOLOGY

This study includes both Primary and Secondary data to descriptively study Green HRM practices in the IT sector. Primary data is collected through survey forms with 71 responses. Simple Random Sampling Method is used for the collection of the data. Structured questionnaire is circulated to IT professionals, engineers, managers, and employees in various IT companies to gather real time data on current Green HRM and sustainable practices, their perceived effectiveness, and to know the training and development programmes which are implemented in the IT Sector.

Secondary data is collected through an extensive literature review by analysing academic articles and journals which are based on Green HRM. SPSS data analysis and Power BI were used for the current study. Through mean and standard deviation numerical data was analysed and relative frequencies were used for categorical data. Quantitative data from surveys will be analysed using statistical software & with descriptive statistics were performed to determine relationships between variables.

Ethical considerations are taken care by maintaining the confidentiality and anonymity of all participants, obtaining informed consent, and adhering to virtuous guidelines. Potential limitations, such as response bias in surveys and the generalization of findings, will be acknowledged. This methodology leverages the strengths of both primary and secondary data to provide a descriptive understanding of Green HRM practices in the IT sector.

RESULT ANALYSIS & DISCUSSIONS

The data were analyzed through SPSS software & with the significance value at 0.05. Mean and standard deviation were used for the numerical data whereas categorical data were described through absolute and relative frequencies. The relationship among the study variables was examined using one sample test and pictorial presentation using Power BI was used.

From the data it has been noted that the gender distribution is 76.05% are male and 23.94% are female. Most of the respondents have more than 20 years of experience i.e., 43.7%. 33.8% have 0-5 years of experience. 12.7% have 6-10 years of experience. 5.6% of the respondents have 11-15 years of experience. 4.2% have 15-20 years of experience, that is the least.

REPORT

Does your organization currently incorporate environmental sustainability into its HR policies and practices?

Gender	Mean	N	Std. Deviation
1	1.87	54	.933
2	1.47	17	.874
Total	1.77	71	.929

Table 1.1

The table presents survey results of integrating the environmental sustainability into HR policies and practices. It shows data for two gender groups (male and female, coded as 1 and 2). The mean scores are (1.87) for group 1, (1.47) for group 2, and (1.77) overall, suggest a moderate level of sustainability integration, with scores closer to 2 than 1 on what is likely a scale where higher numbers indicate greater incorporation. Group 1 shows a slightly higher mean than group 2. The sample size (N) is (54) for group 1 & (17) for group 2, with total 71 respondents. Standard deviations are relatively high (.933 and .874), indicating considerable variation in responses within each group.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Gender	71	1.24	.430	.051
How frequently are employees trained on sustainable practices?	71	2.66	1.253	.149

Table 1.2

Gender has a mean (1.24) with a standard deviation (0.430), suggesting an uneven distribution between categories. The frequency of employee training on sustainable practices has a higher mean of 2.66 and a higher standard deviation of 1.253, indicating that training frequency varies among the employees, with the average falling between “Never” and “Quarterly” using a 1-5 scale. The standard error of the mean is small for both variables, implying good precision in estimating the population means from this sample.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	24.300	70	.000	1.239	1.14	1.34
How frequently are employees trained on sustainable practices?	17.902	70	.000	2.662	2.37	2.96

Table 1.3

Both tests are highly statistically significant ($p < .001$), as indicated by the Sig. (2-tailed) values of .000. The mean difference for Gender is 1.239, with a 95% confidence interval between 1.14 and 1.34. For the

training frequency, the mean difference is 2.662, with a 95% confidence interval from 2.37 to 2.96. These results suggest that both the gender distribution and the frequency of sustainability training in this sample differ significantly from the test value of 0, indicating potential patterns or differences worthy of further investigation in these areas.

Report

Have you received any training on sustainable practices in the past year?

Gender	Mean	N	Std. Deviation
1	1.80	54	.407
2	1.71	17	.470
Total	1.77	71	.421

Table 1.4

The table shows Gender 1 (male) has a higher mean (1.80) compared to Gender 2 (female) at 1.71, suggesting slightly more training received. The sample size for Gender 1 (54) is much larger than Gender 2 (17). Overall, the mean of 1.77 indicates that respondents received some training. The standard deviations (around 0.4-0.5) suggest moderate variability in responses. The data implies a modest gender difference in sustainable practices training.

What additional resources or support would help you engage more in sustainable practices at workplace?

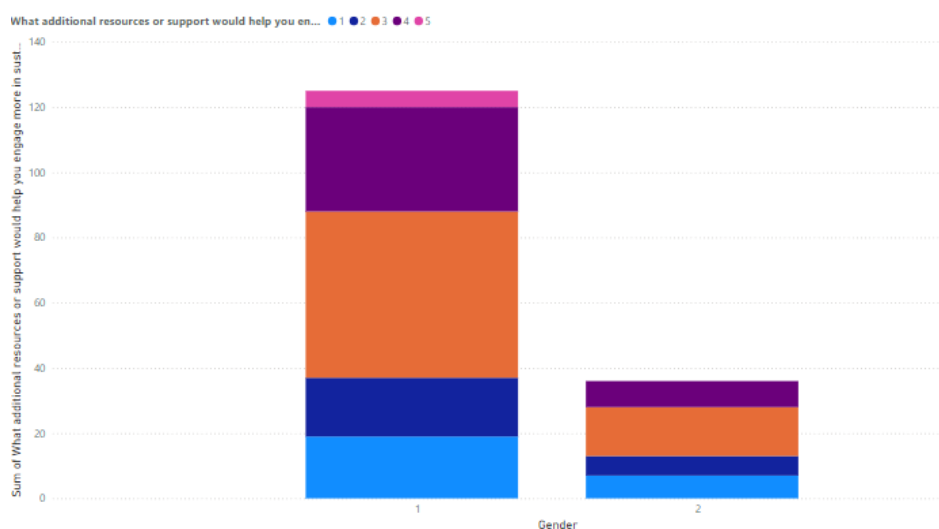


Fig.1.1

The above stacked bar chart shows that among the following options (More training and education-1, Access to better tools and technologies-2, Management support and Encouragement-3, Collaboration with colleagues-4 and Others - 5) in both gender groups (male and female, as 1 & 2 respectively), have selected that management support and encouragement - 3 would help them in engaging more towards sustainable practices at workplace.

What are the main challenges your organization faces in implementing sustainable practices?

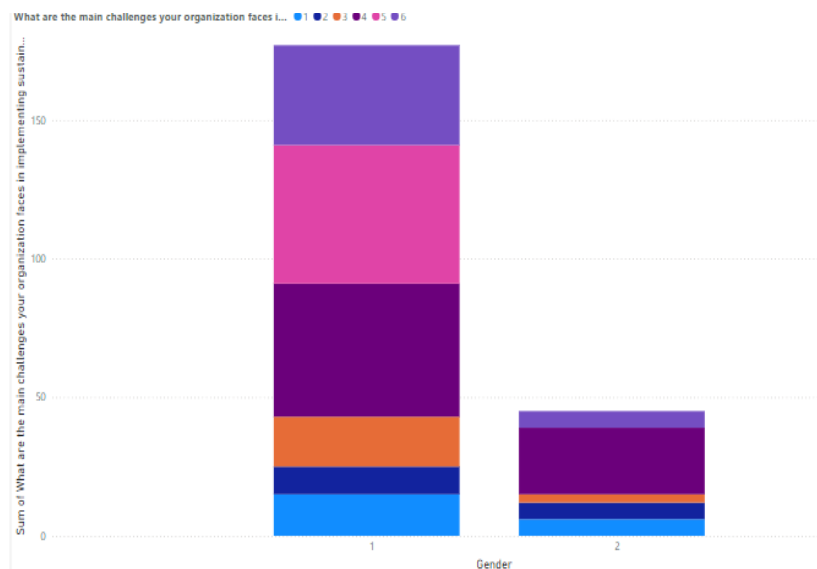


Fig 1.2

The above stacked bar chart reveals that among the given options (Lack of awareness -1, Insufficient Budget-2, Resistance to Change-3, Limited Resources-4, Lack of expertise-5 and Others-6) (Gender-1) are males addressed that they are facing challenges in implementing sustainable practices in the organization due to lack of expertise conversely, (Gender-2) females are facing problems due to limited resources.

What are the key topics you believe should be covered in sustainable practices training?

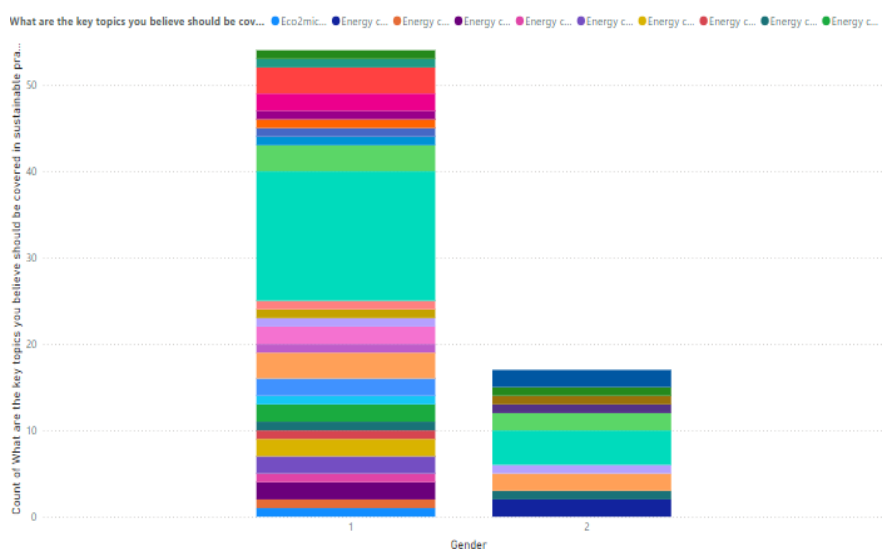


Fig 1.3

The above stacked bar chart demonstrates that both genders believe that energy conservation, waste management, green commuting, environmental regulations & compliance as a key topic to be covered in sustainable practices & training.

Which of the following GHRM and Sustainable practices are currently implemented in your organization?

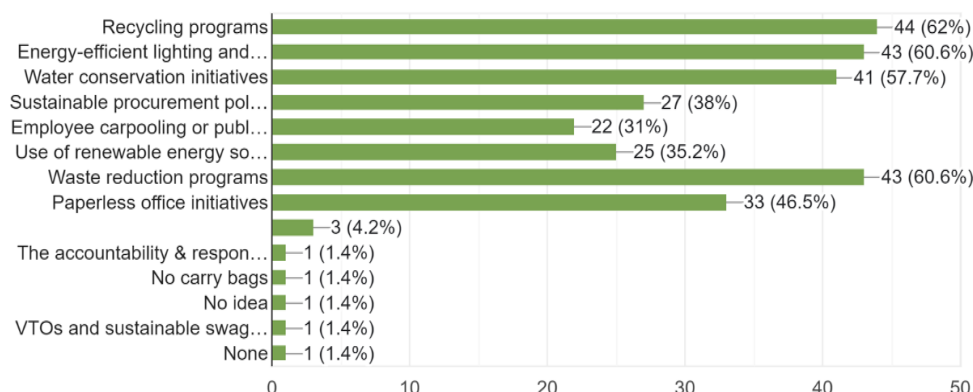


Fig 1.4

The resulted Bar graphs shows that most of the Organisations are implementing Recycling Programs (62%), Energy- efficiency lighting & appliance (60.6%) and Waste reduction programs (60.6%).

What type of training methods are used for sustainability training in your organization?

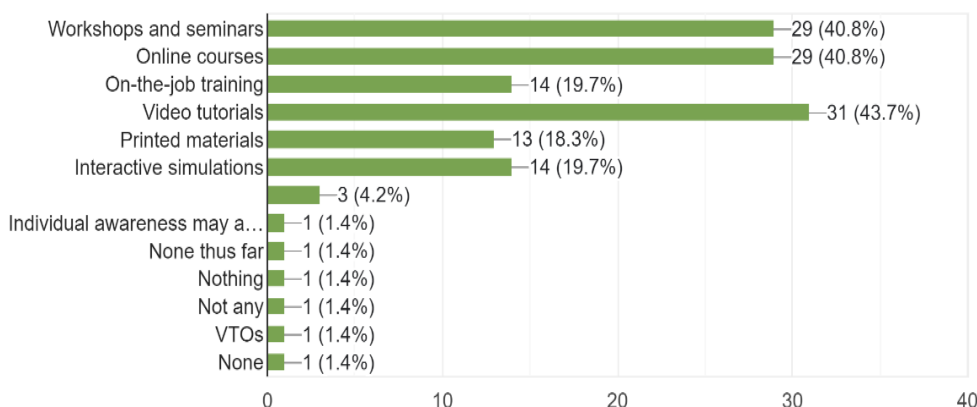


Fig 1.5

The above bar graph examines that Video Tutorials are the popular sustainable training method used in various organizations and the next methods which are popular Online courses and Workshops & seminars (40.8%).

SUGGESTIONS:

The results suggest that organizations are putting efforts to integrate environmental sustainability into their HR policies and practices, but there is scope of improvement. To enhance such efforts, companies should focus on increasing the frequency and effectiveness of employee training on implementing sustainable practices. Organizations should address the main challenges identified: lack of expertise for males and limited resources for females, to overcome these obstacles training programs should prioritize the areas such as energy conservation, waste management, green commuting, and environmental regulations & compliance, as these were identified as key areas of interest by both the genders. The popularity of recycling programs, energy-efficient lighting and appliances, and waste reduction initiatives suggests that these are good starting points for organizations which are looking to implement sustainable practices. Management support and encouragement emerged as a crucial factor for both genders in engaging with sustainable practices at the workplace. In training methods, video tutorials emerged as the most popular methods. Organizations should provide these methods and resources to promote more effective and engaging sustainable training.

CONCLUSION:

This study concludes that most of the respondents are familiar with the concept of Green HRM and they support that it is vital to implement this concept in the organizations. Although there is a foundation for many organizations it has a significant potential for growth of implementing sustainable practices in several organizations in the IT sector. By addressing the identified challenges & leveraging preferred training methods, and focusing on key sustainability topics, companies can enhance their environmental performance. Equitable training distribution and resource allocation will be crucial in fostering a culture of sustainability within organizations. Regular evaluation and adaptation of sustainability strategies will continue to be necessary to respond for evolving new environmental challenges and changes in the workforce.

SOCIAL & MANAGERIAL IMPLICATIONS

Integrating Green Human Resource Management in the IT sector brings significant social and managerial advantages. Socially, it improves employee well-being, boosts morale by creating a healthy workplace environment & strengthens corporate social responsibility benefitting the society. Managerially, it involves developing eco-friendly policies such as paperless office initiatives, measuring sustainable standards and by making initial investment in green technologies for long-term savings. Effective strategies include green recruitment, performance management, incentivizing sustainable behaviours and training and development. Overall, Green HRM fosters a sustainable work environment, enhances CSR, supports sustainable business practices and helps to balance environmental goals with financial performance.

FUTURE RESEARCH SCOPE

Future research should be conducted on Green HRM initiatives in the IT sector which should include other key areas. Further studies should explore areas such as Green Recruitment and Selection, Green Compensation and Rewards, Employee Engagement and well-being, Green Organizational Culture and Green Performance Management.

Studies should also be undertaken for the comparative research across various other sectors as it helps in identifying best sustainable practices. Integration of Technological advances such as artificial intelligence and machine learning also promote Green HRM Initiatives. The research should also consider global perspectives and stakeholder's involvement to assess the impact on Green HRM initiatives on IT Sector.

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