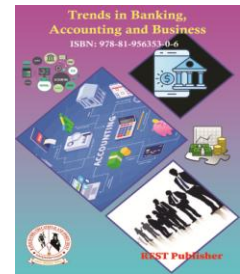




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A Study of Employee Awareness towards Green HRM in Krishnagiri Region

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Abstract. This paper examined the employee awareness towards Green HRM in and around the region of Krishnagiri. Green Human Resource Management (Green HRM) is vital in improving the management and productivity of organization. Green HRM is a new approach which is implemented in the organizations in order to improve the environmental management. There are several studies about green HRM and they are not adequate to provide guidelines to the organization. This paper focuses on the awareness of Employees about Green Human Resource Management in various organization sectors. This study was conducted in various Companies in the Region of Krishnagiri and Hosur. The methodology employed is qualitative inquiry as it able to generate deeper understanding of underexplored social phenomenon of the context under study. The data collection technique adopted is in-depth interview with the all levels of Employees. The study has articulated the benefits of adopting green HRM but also attentive to the challenges in adopting the green HRM in their firms. In conclusion, this study provides a deeper understanding to the Employee perspectives on the benefits and challenges of green HRM.

Keywords: HR Management, Green HR Practices, Green Environment, Human resource management, environmental management.

1. INTRODUCTION

GHRM is a novel concept and indeed has a great potential to serve the individual, society and business. Green Human Resource Management will assume a significant job in each industry to determine ecological related issues by receiving green HR approaches, rehearses and giving preparing and mindfulness programs among representatives. GHRM is responsible for creating a green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms' human capital. It refers to the policies, practices, and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business. Green HRM involves two essential elements: environment friendly HRM practices and preservation of knowledge capital. The focus of Green HRM concentrates on employee's environmental behavior in the working place, which in turn, employees can practice such kind of behavior in their private life. An employee who is a nature lover, eco-activist, non-polluter, preservationist and conservationist of resources of the organization are called to be as Green Employee.

Rationale of the study: Green HRM initiatives help companies find alternative ways to cut costs without losing their top talent and promote sustainable business practices. It may help the employers in building brand image and reputation. Green HRM will make employees and society members aware of the utilization of natural resources more economically and encourage eco-friendly products. It also emphasizes long-term employment security is to avoid disruption for employees, their families and communities. This is why to increase the employee awareness on Green HRM is stipulate for the modern competitive business world.

2. OBJECTIVES OF THE STUDY

Broad Objective: The broad objective is to analyze the awareness level of the employees about the Green HRM practices.

Other objectives

- To determine to what extent Employees aware about green HRM
- To identify perceived challenges of adopting green HRM
- To ascertain green working environment of the organization.

To find out whether the organization is providing awareness about Green HR Practices among the employees.

3. REVIEW OF LITERATURE

The Review of literature is an important step in the process of research. No scientific research can start abruptly. All scientific study stems out as a result of the consolidation of a host of knowledge already gathered by various pioneers in that field. In the light of the earlier researches the problem can be viewed in different perspectives. Keeping this in mind, the investigator has collected relevant research done on the topic under study. An attempt is made to highlight the procedure and findings of researches conducted earlier that have a bearing on the present study. According to **Yusuph (2018)** in the research paper “Green Human Resource Management & Environment Sustainability in Tanzania: A Review and Research Agenda” focused on strategies for sustainable environment, awareness among HR managers and employees about the Green HRM practices, utilization of natural resources to help organizations in maintaining and retaining the natural resources for sustainable growth. The study revealed that GHRM is a requisite model and its functions and practices have a positive impact on environmental sustainability. According to **Aravamudhan, (2012)** Green HRM involves addressing the company carbon footprint by cutting down on usage of papers, reducing unwanted travel. Green HRM is about the holistic application of the concept of sustainability to organization and its workforce It has been found out in various researches that HR department in many companies are increasingly greening their processes to gain competitive advantage over others. According to **Justin Victor (2008)**, one half of HR professionals indicated that their organizations have a formal or informal environmental responsibility policy. Top Three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating / discounting used furniture supplies. According to **Renwick et al. (2013)** also summarized three core components of the HR aspects of environmental management (EM). The first core component is related to the development of green abilities and implies practices such as selecting, recruiting, training and developing environmental knowledge, and encouraging EM leadership. The second core component is related to the motivation of green employees and implies appraisal and rewards. The third core component is related to the stimulation of employee involvement and implies valorizing tacit knowledge, empowering employees, and creating a green organizational culture

4. RESEARCH METHODOLOGY

TABLE 1. Research Design

| | |
|-------------------------|---|
| Research Design | Exploratory Research Design |
| Data Collection method | 1. Primary Data 2. Secondary Data |
| Data Collection Tools | Questionnaire method |
| Questionnaire Design | 1. Direct questions 2. Close end questions 3. Dichotomous questions 4. Multiple choice questions |
| Sampling Design | Convenience Sampling |
| Sample Size | 100 Respondents |
| Tools used for Analysis | 1. Percentage method 2. Chi-Square method 3. Cross tabulation 4. ANOVA |

TABLE 2. Gender of the Respondents

| GENDER | | | |
|--------|--------|--------------------|------------|
| | | No. of Respondents | Percentage |
| Gender | Female | 49 | 49% |
| | Male | 51 | 51% |
| | Total | 100 | 100% |

Interpretation: Thus the above tabulation shows that, 49.0% of the respondents are Female and 51.0% of the respondents are Male.

TABLE 3. Level of Employees of the Respondents

| | | No. of Respondents | Percentage |
|--------------------|----------------------|--------------------|------------|
| Level of Employees | Top level Employee | 21 | 21% |
| | Mid level Employee | 59 | 59% |
| | Lower level Employee | 20 | 20% |
| | Total | 100 | 100% |

Interpretation: Thus the above tabulation shows that, 21.0% of the respondents are belongs to Top Level Employees, 59.0% of the respondents are belongs to Mid Level Employees and 20.0% of the respondents are belongs to Lower Level Employees.

Null Hypothesis (H₀): There is no significant difference between Level of the respondents and Awareness of Green HRM.

Alternative Hypothesis (H₁): There is a significant difference between Level of the respondents and Awareness of Green HRM.

TABLE 4. Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 13.057 ^a | 2 | .001 |
| Likelihood Ratio | 12.857 | 2 | .002 |
| Linear-by-Linear Association | 11.657 | 1 | .001 |
| N of Valid Cases | 100 | | |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.60. | | | |

Interpretation: Thus it report the significance test like, an association between Level of Employees and their Green Values was observed, $\chi^2(8)=11.432$, $p=0.178$. Significance Value 0.05. So, we reject Null Hypothesis (H₀). There is a significant difference between both the variables.

TABLE 5. Cross tabulation level of employees * aware of term 'GHRM'

| | | are you aware of term 'GHRM' | | Total |
|--------------------|----------------------|------------------------------|----|-------|
| | | yes | no | |
| level of employees | Top Employee level | 18 | 3 | 21 |
| | Mid Employee level | 42 | 17 | 59 |
| | Lower Employee level | 7 | 13 | 20 |
| Total | | 67 | 33 | 100 |

Interpretation: Thus the above table shows that, 7% of Lower Level employee, 42% of Mid Level Employee and 18% of Top level employee are aware about GHRM based on the cross tabulation of Level of employee and Aware of term GHRM.

TABLE 6. Item Statistics

| Item | Mean | Standard Deviation |
|---|--------|--------------------|
| Does your company planned to practice green hr in near future? | 1.2300 | 0.42295 |
| Do you feel that your organization is a green organization? | 3.4000 | 0.91010 |
| Is there a need of environmental awareness program for employees in your organization? | 3.3600 | 1.01025 |
| Do you feel you are socialized with green values? | 3.5800 | 1.04621 |
| Do you set your green targets, goals and responsibilities along with job responsibilities? | 3.6300 | 0.99143 |
| Do you feel yourself as an environmentally responsible employee? | 3.6400 | 1.05906 |
| Green human resource planning involves in your organizational decision making? | 3.6500 | 0.88048 |
| Green health and safety management are properly practiced in your organization? | 3.7700 | 0.97292 |
| Do you feel that there should be disciplinary system for environmental breaches in organization? | 3.8400 | 1.03201 |
| Do you feel your organization develops and maintains green employee relations and green employee discipline management? | 3.7500 | 0.98857 |
| Do you like to participate and giving green suggestions at your workplace? | 3.7900 | 0.85629 |

Interpretation: In the above statistics table shows that Mean and Standard Deviation value, for company planned to practice green hr in near future (Mean = 1.23 and S.D. = 0.429). For a green organization are (Mean = 3.40 and S.D = 0.910). For need of environmental awareness program are (Mean = 3.36 and S.D. = 1.010). For socialized with green values are (Mean = 3.58 and S.D. = 1.046). For green targets, goals and responsibilities along with job responsibilities are (Mean = 3.63 and S.D. = 0.991). For environmentally responsible employee are (Mean = 3.64 and S.D. = 1.059). For Green human resource planning are (Mean = 3.65 and S.D. = 0.88). For Green health and safety management are (Mean = 3.77 and S.D. = 0.97). For disciplinary system for environmental breaches in organization are (Mean = 3.84 and S.D. = 1.03). For develops and maintains green employee relations and green employee discipline management are (Mean = 3.75 and S.D. = 0.98). For participate and giving green suggestions at your workplace are (Mean = 3.79 and S.D. = 0.85).

5. IMPLICATIONS OF STUDY

Implication for Managers: They can use the study for making policy and system of their enterprise operation towards environment policy. Implication for society: Social studies can be done by knowing the factors of social responsibility of an organization towards environment. Implication for academicians: They can use it for further research by taking more constraints like conservation of energy resources, water resources etc.

6. SUGGESTIONS OF STUDY

Suggestions: Manufacturing organizations in Krishnagiri region should improve their existing environmental performance assessment strategies. Improve the awareness level and knowledge level of employee about the “Green” concept through environmental training and development programmes. Organizations can give small plants to employees as an incentive to encourage environmental friendly activities. Organization should conduct Green awareness programme to their employees. For that, organizations can make a separate Green team for evaluating the Green activities. **Suggestions for Future Research:** The study can be extended to organizations other than manufacturing industries to learn about the Green HRM practices possessed by them.

7. Conclusion

We set out to explore the factors of employees’ overall perception of role in green initiatives. The study builds on the recent theoretical and empirical advancements in the literature of HRM green initiatives by an organization. The findings largely support our underlying contention that employees are concerned about both equally i.e. his/her own role in the green initiatives and organizations role in implementing the green HRM policy in the organization. Our results show that both employees perception of own role in green HRM initiatives and organization role form a crucial part of organization overall culture.

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