

A Study on Graduate Students perception towards Green Human Resource Management

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Abstract: Companies nowadays are giving importance to adopting Green Practices in the Business not only to protect the environment in which they conduct business but also, for optimum utilization of the resources. Greening the functional areas of the business including Human Resource Management is gaining the importance to contribute towards Environmental Sustainability. Companies performance is measured not only in terms of its financial health but also in terms its environmental stewardship. People would prefer to work for such Green companies. This research paper explores Students perception towards Green HRM companies. This research articles explores students perception towards: working for Green Companies, reasons for companies to follow Green HRM.

Key words: Green HRM, Green Companies, Environment Protection, Green Busines Functions, Green Business Practices, Environment Sustainability.

I. INTRODUCTION

Organizations are trying to evolve many innovative ways to remain competitive in this highly competitive global economy. Many organizations strongly believe that by embracing “Green business practices” they can improve their operations as well as minimize the negative impact on the environment which is the result of their business operations. Ever increasing energy costs has forced the organizations to adopt green practices to reduce the costs. Hence more and more companies are adopting “Green business practices” which in turn is resulting in better quality of work life. Today companies’ success is viewed not only in terms of its fiscal health but also in terms of its environmental stewardship. This envisages the organizations to adopt “Green business operations” to achieve their environmental goal.

Employees are instrumental in developing sustainable business by creating, executing and maintaining eco policies. Human Resource professionals have important role to play in achieving their organization’s environmental goal. This includes “Greening their HR Practices”, motivating the employees to be more environmentally friendly, to have positive relationship with their local communities etc. This clearly shows the active participation of HR department in organization’s environmental responsibility policy.

Definition of Green HRM

Green HRM is referred to all the activities involved in development, implementation and on-going maintenance of a system that aims at making employees of an organization green. 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. The purpose of green HRM is to create, enhance and retain greening within each employee. In order to make sure that the organization gets right employee green inputs and right employee green performance of job, it is indispensable that HRM functions are adapted or modified to be green.

II. OBJECTIVES

1. To identify the level of Green HRM awareness among students
2. To examine the preference of students to work for a Green company.
3. To understand the E-Recruitment preference of Students.
4. To explore the Students perception about the reasons for the companies to follow Green HRM

III. LITERATURE REVIEW

Shrivastava & Berger 2010, Christmann & Taylor 2002 : Owing to the harmful consequences of industrial pollution and waste materials, including toxic chemicals, governments and NGOs round the globe promoted regulations and policies with effect of slowing down and to some extent even reverse the destruction of natural resources and its negative effect on the mankind and the society as a whole (Christmann & Taylor, ; Shrivastava & Berger,).

Wirtenberg, Harmon, Russell, & Fairfield 2007: The sustainability issue is fast moving up on the list of priorities of the leaders of corporate world as the awareness on incorporating “green” into the corporate strategy is making its way in business, but still the topic is not comfortable with most practitioners in the HR environment.

Brio, Fernandez, and Junquera, (2007): discovers the need of building environmental considerations/responsibilities into job descriptions and/or team objectives and finds that the most advanced environmental approaches are people intensive and depend upon tacit skill development through employee development. Further he lays emphasis to the need of joint and regular environmental training and green briefings to employees.

Brockett (2007): discovers that some firms are experiencing challenges in recruiting talent for their green technology projects. Smedley (2007) finds the need for more management education in EM but, many universities are still not offering ‘Green’ courses’. The need for sustainable development to be included in some Modern Apprenticeships. Environmental concerns have moved from being one element of Corporate Social Responsibility (CSR) to now being concerned with personal skills development and teambuilding for employees in large firms across the globe.

Brockett (2006) : According to him, some firms eventually move to ensure that environmental obligations are secured by including clauses in staff contracts to do so, i.e. that environmentally unfriendly behaviour may constitute a breach of contract and therefore possible grounds for dismissal.

Ramus (2001): His study reveals that some companies in Europe, include environmental performance goals as a standard part of their bonus system, and line managers have licence to allocate rewards to motivate employees.

Brockett (2006): Discovers that firms in Britain, allows employees to build up points for positive behaviours regarding emissions reduction on a “carbon credit card” to earn extra benefits and put in place cash incentive for staff to purchase a hybrid car.

IV. RESEARCH METHODOLOGY

- A. *Data Sources*: Students who have completed their graduation in the year 2017
- B. *Collection Methods*: The primary data was collected through mailed questionnaire method. The questionnaire comprised of both closed and open type questions for collection of the primary data.

- C. *Sampling Method:* The random sampling method was used
- D. *Tools and Techniques of Analysis:* SPSS 22.0 for windows, a statistical software package was used to analyze the data collected. The statistical analysis includes one-way Analysis of Variance (ANOVA), Descriptive statistics and Percentage analysis for the data collected.

V. DATA ANALYSIS AND RESULTS

Questionnaires were administered to the college graduate students who have completed their graduation in the year 2017 and were looking for jobs to start their career. These students were selected using Random sampling method. Out of these, the data were collected from 56 students. Data related to the Perception of students towards GHRM companies were collected from these students.

The data thus received from respondents about GHRM companies were analyzed using descriptive statistics and percentage analysis and ANOVA. The results of the analysis are as detailed below.

Table 1: Degree wise Responses Received

Degree	No. of Students	%
BCOM	35	62.5
BBM	15	26.8
BSC	2	3.6
BA	4	7.1
Total	56	100

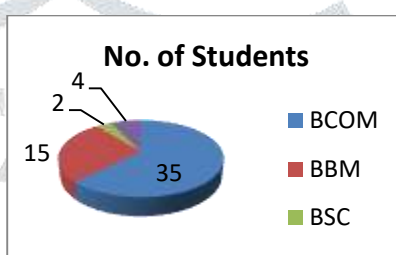


Fig. 1: Degree wise Responses Received

- **A. Preference to work for GHRM Companies:** 91.1% respondents preferred to work for Green Companies and only 8.9% students do not prefer to work for Green Companies. It is a good sign that students at the stage of starting their career itself prefer to work for Green Companies.

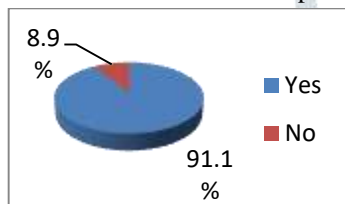


Fig. 2: Preference to work for Green companies

- **B. Reasons for companies to follow “Green HRM”:** As per the responses collected, 58.9% of the respondents agree that “Green HRM” is the Necessity for ever, 23.2% agree that “Green HRM” is a Trend Now a days and 17.9% agree that “Green HRM” is the Need of Hour.

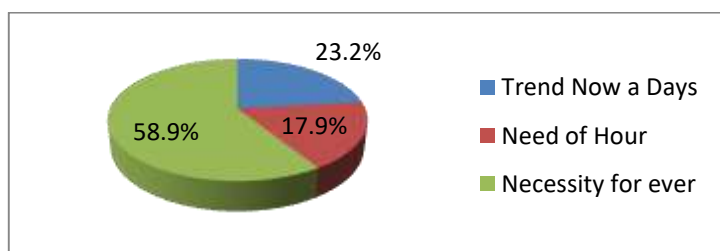


Fig. 3: Reasons for companies to follow Green HRM

- **C. Preferred Type of Recruitment :** 69.64% of respondents prefer E-Recruitment and 30.36% prefer Traditional Recruitment which shows the growing trend for E-Recruitment among student community.

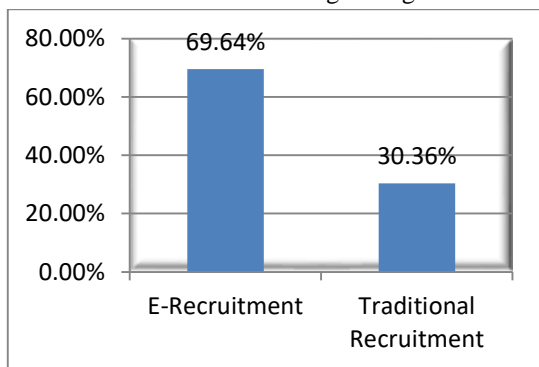


Fig. 4: Preferred Type of Recruitment

- **D. Benefit of Working for a “Green HRM” company:** 42.86% of respondents opined that working for “Green HRM” company will give them a Valuable Experience, 37.5% feel that it enhances their Morale and 19.64% feel that it Enhances their Self Image.

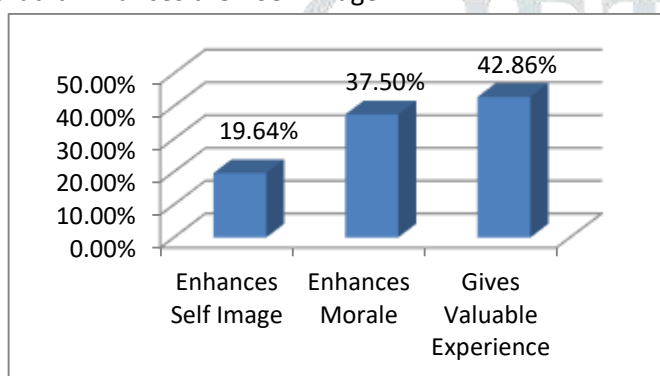


Fig.5: Benefit of working for a Green Company.

- **E. Companies Promote Green HRM**

Statistical Hypotheses

H₀: There is no difference in the perception of respondents towards ‘Companies Promote GHRM’ based on Gender.

H₁: There is difference in the perception of respondents towards ‘Companies Promote GHRM’ based on Gender.

A oneway analysis of variance (ANOVA) test was used to compare the means of the Respondents Perception towards ‘Companies promoting Green HRM’ based on their Gender. The result is shown in Table 2.

ANOVA

Table 2: Companies Promote Green HRM (Based on Male and Female)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.155	1	.155	.198	.658
Within Groups	42.060	54	.779		
Total	42.214	55			

We can see that the significance value is 0.658 (i.e., $p = .658$), which is greater than 0.05. Since $p > 0.05$, Null Hypothesis is accepted at 5% significant level. Therefore, there is no statistically significant difference in the perception of Male and Female respondents towards ‘Companies promoting Green HRM’.

VI. FINDINGS

- 91.1% respondents Preferred to work for Green Company.
- 58.5% respondents feels that Companies go for Green HRM as it is the necessity for ever
- 69.64% respondents would prefer E-Recruitment
- 42.86% respondents feels that working for a Green Company will give them a Valuable Experience.
- There is no difference in the perception of respondents towards 'Companies promote GHRM' based on their gender.

VII. CONCLUSIONS

Green HRM is gaining importance in business organizations to reduce the negative impact of their business operations on the environment in which they operate and to gain a competitive edge through sustainable development. Through this research paper it is important to note that the awareness of Green concept and Green HRM is amongst College graduates and their desire to work for Green companies.

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