

GREEN WORK LIFE BALANCE – A NEW PERSPECTIVE TO GREEN HRM

¹N. Madhavi, Research Scholar, ²Dr. A. Kanaka Durga, Assistant Professor
Department of commerce and Business Administration,
Acharya Nagarjuna University,
Guntur, Andhra Pradesh, India.

Abstract: As the corporate world is going global, there is an increase in business activities, production and development in technology. This made an upsurge in the standard of living and made human convenience. But on the other hand, there is an increase in ecological hazards and threats to human beings. Recently it has been observed an increasing awareness with in business organizations on the importance of going green and adopting various environment management practices. The corporate sector has recognized green work life balance as an important practice of Green HRM which facilitate employees to balance work and life and to attract, retain and manage talent efficiently and effectively. The paper mainly focusses on various green work life balance initiatives pursued by the organizations and highlights the concept of Green Human Resource Management (GHRM) and various practices of GHRM.

Key words: Green HRM, Green HRM practices, Green Work Life Balance, Green environment, Green initiatives.

1.Introduction:

Green is the color of nature and is the most beautiful color in the world. In our personal lives or business world nature and environment bring us happiness and prosperity. Nature makes us feel happy, relaxed and free from stress and strains of life. But nature is being destroyed by the companies in the growing era to fulfill the human and business needs. A force for individuals and firms to adopt green policies is the increasing impact of polluted environment on our daily lives. Adopting green policies helps us to save our nature for us as well as for coming generation. We are considering that desire to go green all over the world is increasing and soon it will become the norm for all the businesses due to its great effects on business goodwill such as green technology, green products etc. there is a growing need for the integration of the management of environmental activities into HRM and this concept is called Green HRM (GHRM). Today, Green Human Resource Management (GHRM) has become a crucial business strategy for the organizations where Human Resource Departments play a lively part in going green at the office. To save the environment and most important resource of the planet i.e. Human individuals need to use Green practices. Greening employees from top to bottom is not an easy task, but pro environmental plan and implementing Green human resource management (GHRM) practices practically has produced a positive result toward the Green environment.

2. Objectives:

- To provide with basic understanding of Green HRM and Green Work Life Balance to the readers.
- To highlight Green HRM policies and strategies.
- To explore different green work life balance practices for building a green work place.

3. Methodology:

The study is based primarily on secondary data. Different articles related to green HRM and green work life balance from different databases, websites and other available sources were collected.

4.Green HRM:

GHRM is an area of the study where HRM policies and practices are used to ensure the efficient use of natural resources in any business and more specifically it encourage the cause of ecology. GHRM is a strategy used by the business firms to reduce the carbon footprints of each employee and talent retention and this term can be mixed with the concept of corporate social responsibility. Green HRM incorporate environment-friendly practices for sustainable use of resources that resulting in more efficiencies, less wastage, Improved Job-Related Attitude, Improved Work/Private life, lower costs, Improved employee performance and retention. It lessens the carbon footprints through the efficient and effective use of available resources such as telecommunication, less printing of papers, job sharing, video conferencing and interviews through Skype (reduce traveling expense) etc.

Green HRM is the Preservation of Human resource their work life and Family life. It means executing determined lifestyle changes that will help individual to live in an eco-friendly way. To minimize the practices or activities that cause the degradation of the environment every individual should be a more aware about the environment and changing their behavior, attitude and lifestyle.

5. Green HRM functions and practices for better environment management.

Human resource department plays very critical role in interpreting green policy into practice. Green practices help in fulfillment of green objectives throughout the HRM process from recruitment to exist.

5.1. Green HRM functions:

5.1.1. Green recruitment: Green Recruitment has no specific definition, but it means recruitment without the use of paper that minimizes the environmental impact. To complete the paper free recruitment process digital method like online application form, online interviews or telephonic interviews are conducted to decrease the waste of paper, fuel consumption related to interview travel. Green recruitment is process of recruiting new talent who are aware of sustainable process, environmental system and familiar with words of conservation and sustainable environment. Green recruitment makes it sure that new talent is familiar with the green practices and environmental system that will support the effective environmental management within the organization

5.1.2. Green performance management: Green performance management consists of issues related to environmental concerns and policies of the company. It also concentrates on use of environmental responsibilities. The linkage between performance management and green job description is the effective way of successful implementation of green performance management. Integration of environmental management into performance management system improve the quality and value of environmental performances. It acts as safeguard to protect environmental management against any damage. Today some firms deal with the issue of performance management by installing corporate-wide environmental performance standards, and Green information systems/audits to gain useful data on environmental performance.

5.1.3. Green training and development: To withstand in the competitive market it is important for the organizations to change themselves with the change in the scenario, which is possible only by training and development. Training and development are a practice that enhances the skills and knowledge of employee for better performance of organization goals. Environmental training also prevents decline of environmental management skill, knowledge and attitudes. Green training and development educate employees about the

value of environment management, train them in working methods that conserve energy, reduce waste, diffuse environmental awareness within the organization, and provide opportunity to engage employees in environmental problem-solving. organizations should train their employees on green initiatives along with sustainable training and such trained employees must be able to educate their customers about benefits of becoming more eco- friendly and buying green products. For the employees who are newly recruited green orientation programs should be an important part of their training and development.

5.1.4. Green Compensation: Compensation is one of the important functions of HRM, through which employees of the organization are rewarded for their performance. Green compensation is assumed as important tool for supporting environmental activities in organization. Modern organization are encouraging ecofriendly initiatives by linking them with the reward system of the organization. A study by Forman and Jorgensen (2001) on the importance of employee participation in environmental programs, it was observed that employee commitment to environment management programs was increased when they were offered compensation to take up duties in relation to environmental responsibility

5.1.5. Green Employee relations: Employee relations is concerned with establishing cordial employer-employee relationships. Good employee's relations help to prevent and resolve problems arisen at workplace that may affect the work. Employee relations involve employee participation. Employee participation in Green initiatives increases the chances of better green management as it aligns employees' goals, capabilities, motivations, and perceptions with green management practices and systems. The HR staff needs to pressurize the management to create a participative work environment where the employees are free to put up their ideas on green issues since they are the ones who in reality are responsible for implementing ethical corporate behavior in the day-to-day life of the organization.

5.2. Green HRM Practices

Renwick, Redman, and Maguire's (2008) introduce a wide-ranging compartmentalization of Green HRM practices that can be clearly understood, starting from an employee's entry to organization and exit from organization. To be ecological, economical and practical at the same time is possible through by adopting Green Practices. Here are some environmentally-friendly solutions to stay Green.

1. Green Printing
2. Green Manufacturing and Disposal of Staff ID card
3. Job sharing (sharing a full-time job between two employees)
4. Teleconferencing and virtual interviews
5. Recycling
6. Telecommuting
7. Online Training
8. Reducing carbon footprint via less printing of paper, video conferencing and interviews etc.
9. Energy efficient office spaces
10. Green Payroll
11. Car Pooling
12. Public Transport
13. Company Transport
14. Flexi-Work

15. e-filing

6. Green Work Life Balance:

The concept of greening in organizations has made green work life balance a way of life in most organizations as it contributes the feel-good factor at work. Green work life balance refers to the initiatives that are aimed at creating sound occupational health and organizational health. Green work life balance practices are highly recommendable in the present technological world.

Green work life balance practices help employees to gain personal gratification and helps them to concentrate in their workplace better. Moreover, they absorb a feeling of belonging for the organization and they tend to be more productive since happy employees are more productive employees. For example, work from home revolution aims at reducing the carbon footprint, and it helps organization through reduced absenteeism and lowered transportation costs. Employees get rid of nerve-wracking commutes and can balance work and life.

Some initiatives for Green Work life balance:

6.1. Reduce constant deadlines at workplace: The deadlines and targets need to be reduced as it pressurizes the employees and effect the work life balance. Strict work deadlines make employees focus more on work under constant stress, and if unable to match up may lose confidence both on employer and on them.

6.2. Tendency to promote work alcoholics should go down: Tendency to Most of the organizations performance management systems are based on quantitative achievements. Performance incentives, perks, rewards, recognitions promotions etc. are all based on the number game. This style of judgment promotes work alcoholism thereby creating a work culture wherein the employee is unable to think of anything beyond work. Therefore, performance management systems should be redesigned to help employees accommodate work and life.

6.3. Transparency of Reward and Recognition Systems: The non-transparency of reward system keeps the employee guessing and confused of what he/she is expected of thereby adding to performance related stress. Hence Rewards and recognition systems should be clearly visible, known and understood and implemented in all fairness.

6.4. Spiritual programs at work: Most of the employee's wellness programs are concentrated to improve the physical wellbeing with no space to the mental and spiritual health. Training programs on spiritual management will sponsor healthy living at work and such programs help for better work life balance.

6.5. Encouraging for family gatherings: Organizations should encourage more family gatherings on events like Annual Days, and other festive occasions to bond not only with the employees but also with their families. This would create a sense of belonging and such social concerns encourage employee commitment towards the organization

6.6. Encourage for Time Management: People do not prioritize their work because of which they have to face the problems which leads to work place stress. Proper time management by all concerned will help to maintain work life balance.

6.7. Time-out zone: Organizations should allot time out zones spanning for about 30- 45 minutes for employees to enable them to pursue activities of their choice while at work. This would ensure a happy mood for the employees.

7. Conclusion:

To conclude there is a constructive relationship between environment, HRM and organization. The organizations adopting Green HRM benefits both employees and organizations. Green HRM improves employee confidence and this may help to save environment. Every small change by every individual in their

lifestyle makes a green work life and green environment for future generations. The emphasis on improving work life balance for employees using Green HR practices appears promising for both the employees and employers at no extra cost, rather it reduces operational costs.

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