FACTORS STIMULATING GREEN HRM PRACTICES IN MANUFACTURING INDUSTRIES.

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Abstract

The social problem about surroundings has led production to undertake environmental management practices at an increasing rate. organizations voluntarily implement environmental management system (EMS) for this reason. However only deploying EMS will not be effective in enhancing environmental performance until and unless employees are motivated for their environmental endeavor. Corporate houses have become more cognizant about the increasing significance of Human Resource Management practices that creates a sustainable environment management practices. This research is a study on Green HRM practices that stimulate the employees for organizations sustainability. It is well understood that Organizations cannot achieve anything without the support and involvement of its people. There are numerous factors that are associated with Green HRM(GHRM) practices in Organizations. Employee attitude / perception, organizational culture, expenditure lack of organizational resources, external factors like government policy and set of laws etc. The paper majorly spotlight on factors that stimulate the Green HRM practices in Organizations. The intend of the study is to find out the predominant factor that stimulate the GHRM practices. This research explores both secondary and primary data for the study. The study use descriptive research design, Data was collect from 173 employees through questionnaire from manufacturing industries in Trichy. Factor Analysis and Friedman rank analysis were performed to analyzed the data using SPSS and presented inform of tables. Thus, the study will provide insights aimed at helping organizations, HR executives understand stimulating factors that create and increase the success ratio of implementing sustainable green HRM practices.

Keywords: Green HRM (GHRM), Environmental Management System (EMS) and organizations sustainability.

Introduction

The Green HRM is essential in the current 21st Century, it is stated that because of the excess utilization of natural resources as a raw material by the industries and other commercial organization there is terrific pressure on the natural resources of planet Earth. The circumstances is so alarming that the scientist and the environmentalist are arguing the troubles of ecological inequity and the bio-diversity. Sustainable development means an combination of monetary and ecology in decision making at all aspects. so, the Green Movement, Green HR Industrialization, sustainable boom is all

related to environment and its management to protect the planet Earth. Green HRM ideas can help companies find substitute ways to bring down cost without losing their talent. Green HRM will boost the positive environmental-impact and decrease the negative environmental impact in organization .

Review of Literature

These days, agency uses era to manage their enterprise and the paper has been decreased by the usage of electronic device. Nowadays, technology have changed the methods and procedures at offices changing them into paperless places of work (Ahmad, 2015). The corporation that practice green HRM will keep value due to the fact there are steps taken to make it surroundings pleasant. In keeping with Verma (2015), a agency with 1000 employees may also lessen its toner consumption via around 350 cartridges per yr. It shows that, imposing green HRM will provide extra impact to organization cost. According to Deshwal, (2015), the managers want to guide and screen the personnel to exercise primarily based on green HRM consequently boom employee morale. Green HRM offer possibilities to personnel to improve their pleasant human skills. Opatha and Arulrajah (2014) nation that human beings will appreciate the company this is performing CSR activities, consequently improve the enterprise photo as an amazing company. Vij et al. (2013) cited that, to enhance the organizational environmental overall performance, the managers can create the usefulness linking between employee's involvement and participation in environmental management programme. It creates desirable courting between the personnel and this would enhance their communication skill. Kumari (2012) has counseled that employer can adopt an energy audit to enforce green HRM. The corporation can install timers to routinely turn off lighting.

Objectives

- To identify the stimulating factors to adopt green HRM practices in manufacturing industry.
- To find out the predominant factor that stimulate the GHRM practices.

Research Methodology

This study adopted descriptive research design that utilized both quantitative and qualitative approaches. Primary data was collected using structured questionnaires. The questionnaire was in form of five point Likert scale where respondents evaluated different statement about each items from Strongly Agree to strongly Disagree. The questionnaires were circulated by the researcher to all the respondents. Convenience sampling approach become utilized by the researcher to accumulate the facts from the respondents. For this study 200 questionnaire were distributed to the employees in manufacturing industries in Trichy and 173 valid responses were received from the respondents. The response rate was eighty six percentage Table 1 displays the descriptive statistics of the 173 usable responses. Descriptive statistics, Factor analysis, and Friedman rank correlation were used to analyzed the data through SPSS statistical software.

Table: 1 **Demographic Characteristics of the Respondents.**

Demographic characteristics	Categories	N	Percentage
Age	Under 30	38	22
	30 to 40	93	54
	40 to 50	30	17
	Greater than 50	12	7
Designation	HR Manager	28	16
	Production Manager	30	18
	Finance Manager	19	11
	Sales Manager	37	21
	Production Supervisor	32	19
	Testing Officer	11	6
	Production Workers	16	9
Education Qualification	Diploma	28	16
	UG	96	56
	PG	35	20
	Others	14	8

Source: Primary Data

Result and Discussion

To reduce the number of items into minimum manageable factor, factor analysis is performed. Suitability of factor analysis is checked using two analyses particularly Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity. The proportion of variance within the constructs or items which could be caused by new factors is specified by KMO Measure of Sampling Adequacy. Generally high values indicate that a factor analysis could also be useful with the data. If the value is smaller than 0.50, the results of the factor analysis probably won't be very helpful.

Table: 2 KMO and Bartlett's Test for Stimulating Items to Practice GHRM

Kaiser-Meyer-Olkin Measure...	0.713
Bartlett's Test of Sphericity	
Approx. Chi-Square	1077.534
df	66
Sig.Bartlett	.000

Source: primary data

The above table shows that the KMO value is 0. 713 which was sufficiently high to conclude that it was appropriate to use factor analysis with the data to reach meaningful conclusion as 59.731 percentage shown in table 3 common variance was explained by the underlying factors , which indicates that the factor analysis is useful with the data. For Bartlett's test of Sphericity the chi-square value is 1077.534 and the significant value is 0.000 which is significant at more than 5% percent level of confidence. Since the p-value (0.00) is less than the 5% level of significance the researcher concluded that the items are suitable for factor analysis and the items or constructs form factors.

Principal Component Analysis was used for the extraction purpose and for the rotation varimax rotation is used which is the standard rotation method. The factors which have eigen value greater than unity are taken as reduced factors which are used as new factors for further analysis. Factors are extracted from original fifteen items. The stimulating items which are included in the each factor along with their factor loadings are shown in table 4.

Table: 3Total Variance Explained for Stimulating Items to Practice GHRM

Component Total	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.892	25.234	25.234	3.892	22.861	22.861
2	2.375	16.781	41.315	2.138	15.603	37.849
3	1.846	11.393	51.618	1.935	12.567	48.956
4	1.472	9.781	59.731	1.681	12.215	59.731

Source: primary data

In view of the fact, all the items under component one are related to strategy of the industries. The first factor is named as Green practices. Table 3 reveals that the eigen value of the first factor is 3.892 which gives 22.861 percent of total variance. The items included in this factor are Employees can use E-Letter in their company by using email, Virtual interviews, E-recruitment, E- training, Car pooling and Green rewards . Among these six items Employees can use E-Letter in their company by using email has scored the highest factor loading i.e. 0.717 and E- training 0.695 shown in table4.The items Cost Reduction by saving energy, Waste minimization, Control Pollution and Recycle loaded under the factor two.

Since all the items in the component 2 were related to Cost Reduction .The second factor was named as Cost Reduction. Table 3 explored that the eigen value of the second factor is 2.375 which gives 37.849

percent of total variance. These items Cost Reduction by saving energy with the highest factor loading 0.774.

Regarding the third factor the items Employee commitment and Management commitment. As these two items are related to commitment, the third factor was named as organization commitment factor. Table 3 shows that the eigen value of the third factor is 1.846 which gives 48.956 percent of total variance. Employee commitment has the highest factor loading 0.693.

Table 4: Rotated Component Matrix of Stimulating Items to Practice GHRM

Items Stimulating GHRM	Factor 1	Factor 2	Factor 3	Factor 4
Employees can use E-Letter in their company by using email	0.717			
E- training	0.695			
E-recruitment.	0.683			
Virtual interviews	0.581			
Car pooling	0.519			
Green rewards	0.467			
Cost Reduction by saving energy		0.774		
Waste minimization		0.752		
Control Pollution		0.679		
Recycle		0.637		
Employee commitment			0.693	
Management commitment			0.572	
Corporate social responsibility (CSR)				0.781
Work-life balance (WLB)				0.634
Improve the organization image as a good corporate.				0.518

Source: primary data

The fourth factor is named as organization sustainability. The constructs loaded under this factor are Corporate social responsibility (CSR), Work-life balance (WLB) and Improve the organization image as a good corporate. Since all the items are related to sustainability of organization, it is named

as organization sustainability. In the midst of these to CSR has the highest factor loading i.e.0.781. Table 3 depicts that the Eigen value of the fourth factor is 1.472with a contribution of 59.731 percent of the total variance. From the above discussion fifteen GHRM stimulating items were reduced to four factors:

- Green practices factor
- Cost Reduction factor.
- organization commitment factor.
- organization sustainability factor.

As such, it is possible to examine which factor was considered the most predominant stimulating factor to implement GHRM in manufacturing industries.

Friedman's test Mean Rank

Table 5: Respondents Perception on GHRM Stimulating Factors in Manufacturing Industries

Dimensions	Mean	SD	Friedman's test mean Rank value	Chi square Value	P-value	Friedman Post hoc Comparison Result
Organization Commitment Factor	3.583	0.451	1.83	94.439	< 0.01*	Green Practices Factor vs. Organization Sustainability Factor , Cost Reduction Factor Vs Organization Commitment Factor.
Green Practices Factor	4.871	0.632	3.37			
Cost Reduction Factor	3.960	0.582	2.65			
Organization Sustainability Factor	4.308	0.429	2.91			

Source: primary data, * - 1 percent level of significance

Friedman's test was performed to identify the intensity level of the respondents towards stimulating factor. Table 5 shows Friedman's mean rank value lies between 1.83 and 3.37 and chi square value is 94.439, which is significant at one percent level. It indicates that respondents' perception significantly varied with regard to the stimulating factors in GHRM . In that, the green practices issue performs the foremost function in the direction of GHRM stimulating practice and it's miles located within the first place. The organization sustainability element and cost reduction component collectively impact the stimulating component and fall inside the second factor. The Organization Commitment factor falls inside the third factor. It's miles discovered from the desk that maximum of the manufacturing industries have been inspired by way of green practices and organisation sustainability. Simple principle of GHRM to improve the organization sustainability through green practices.

Conclusion

Green HR efforts have ended in extended efficiencies, price reduction, worker retention, and progressed productiveness, besides other tangible advantages. The employers and practitioners can establish the usefulness of linking worker involvement and participation in environmental management programms to improved organizational environmental performance, like with a selected consciousness on waste management recycling, developing inexperienced products. The green HRM efforts results in elevated efficiencies, sustainable use of sources, less wastage, stepped forward job related attitude, advanced work existence balance, advanced fine of labor existence, decrease prices, progressed worker overall performance and retention which help company to lessen worker carbon footprints through the suggest of green HRM. Green factors are the spine of the green production. This paper explores Green Practices Factor found to be the predominant stimulating factor which facilitates the GHRM practices in manufacturing industries. This study helps to further identify which all factors have high and low importance in the implementation of green manufacturing.

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