

Green Human Resource Practices in Information Technology Sector

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Abstract: “Green Human Resource Management (GHRM)” is the use of human resource management policies to promote the sustainable use of resources within business organizations and more generally, promotes the cause of environmental sustainability. In large firms where human resource departments actively participate in going green at work, green human resource management (GHRM) has emerged as a critical business strategy. The main goals of the green HR strategy are talent retention and lowering individual employee carbon footprints. This research article examines the role of Green Human Resource Management (HRM) practices in the Information Technology (IT) industry in Chennai. A survey was conducted to collect data from the respondents through a structured questionnaire. The researcher used simple random sampling for companies and convenience sampling for employees. The article concludes with a discussion of the implications of the study and suggestions.

Keywords: Green HR Management, Green HR Practices, Green Environment, GHRM Sustainability, Green Initiatives

INTRODUCTION

Being environmentally sensitive and knowledgeable does not automatically translate to protecting the environment and preventing future catastrophes from occurring. Realize the economic environment of today that to fulfill people's needs and desires, they must cultivate a strong conscience and a sense of environmental responsibility. Efficiency, electricity usage, and the implementation of green HR policies and practices are becoming important considerations in the business world when making informed decisions. With the adoption of green HR policies and practices as well as the provision of training and awareness programs for employees, green human resource management is now playing a significant role in every industry in the effort to address environmental-related concerns.

Green HRM is an approach to HRM in IT companies that focuses on achieving environmental sustainability through the organization's practices, policies, and approaches. This approach is based on the understanding that the IT industry, with its energy-intensive operations and global supply chains, has a significant environmental impact. Green HRM can help IT companies reduce their environmental footprint by focusing on energy efficiency, resource use, waste management, and employee engagement. Companies can also use green HRM to create a culture that encourages environmental responsibility and develops sustainable practices while providing employees with the opportunity to learn and develop new skills. Green

HRM can help IT companies to become more sustainable, while also increasing their competitive advantage by providing cost savings and improved operational efficiency.

Green HR Practices:

Recruitment and Selection: A substantial effort must be made to build the corporate environmental culture of new hires during induction to ensure understanding on the part of the staff.

Performance Management System: How to measure environmental performance standards and indicators in performance management and gather meaningful data based on managers' environmental performance is explained in the application of performance management in green HR. With the use of E-HR management, an electronic HR system (e-HR) may be implemented, and staff members can monitor their own carbon emissions.

Training and Development: Social and environmental issues should be covered in employee training and development programs. The training and development process should include green orientation seminars for newly hired staff. Employees should learn about the company's green procedures, policies, and vision/mission statement during the training itself. Additionally, green teams can be developed in each department to offer general education and targeted training regarding green human resource management.

Pay and Reward: The management offers compensation as part of a benefits package to encourage employees to adopt greener behavior. According to Mandip (2012), businesses must create staff incentive programs to encourage the right behaviors regarding environmental performance.

Review of Literature

Carter & Dresner, (2001) An organization's reward and pay policies may help with environmental management. Employees' commitment to being environmentally friendly is encouraged and increased via intrinsic and extrinsic benefits. Environment management is taken into consideration in HR activities including performance management, compensation management, and reward systems. It makes it easier to employ green HRM strategies for environmental safety concerns.

Mankotia, Shambhu, and Tiwari (2011) attempted to determine the importance that IT companies place on adopting green practices and products, as well as the perceptions of IT employees regarding environmental sustainability. In addition, it is found that employees of software companies are becoming more knowledgeable about the implementation of green IT practices.

Pooja popli (2014) researched green human resources practices in Nasik-based businesses. The goal was to determine whether organizations in Nasik were aware of the idea of "Green HRM" and whether they were aware of the various initiatives they take to make their HR practices and environment more eco-friendly. The results showed that although most organizations in Nasik are familiar with the Green HR concept that has been proposed to help them preserve the environment, a small number of companies are still unable to put it into effect in various functional areas of HRM.

Parida et. al., (2015) conducted a study to investigate the various Green HRM practices and policies established by IT enterprises and to assess employee awareness of these environmentally friendly activities inside their workplaces. The results showed that these companies are using a variety of strategies for sustainable development, including double-sided printing, less paper use, encouraging carpooling, turning off lights and other electrical devices like air conditioners after 6 p.m., promoting online job applications, conducting interviews via video conferencing, etc. The results also showed that the majority of employees are aware of the techniques used and adhere to policies out of a sense of responsibility to the environment. The HR managers agreed that GHRM policies had increased the company's profit share.

Pavitra Mishra (2017) researched to examine the state of GHRM practices in the Indian manufacturing sector and to look into potential motivators for green behavior. According to the findings, the organizations already engage in some GHRM practices, however, neither these practices are formally organized under GHRM initiatives nor are they strictly followed. Even though there are instances of organizations trying to raise awareness through informal ways, it also demonstrates that very few of them offered environmental training. Organizations primarily use social media and online portals for recruitment and selection purposes. There is no specific point concerning green behaviors in the context of performance evaluation.

Statement of the Problem

It is difficult for employees to be aware of the green environment, thus being green does not necessarily mean that the employees are environmentally conscious. Employees are unaware of the green environment due to a rigorous workload and high targets. Employees are not held accountable for protecting the environment while at work and are not aware of their obligations to do so. Employees are not informed about green HR issues such as green working conditions, safety, health, green HR policies, and practices because organizations are conducting induction programs for newly hired employees but are only instructing them regarding their work and responsibilities. Management is also failing to provide green orientation programs for employees.

Scope of the Study

One of the most significant sectors of the Indian economy is information technology. IT professionals would be encouraged to be more productive while enjoying their work via effective human resource management practice. As a result, the need for green sources is becoming more important in the IT sector. A sustainable green HR environment among IT professionals depends on strong human resource policies and practices. The purpose of the current study is to determine the value of green HR practices and green HR management in the IT industry and to encourage the adoption of these practices to address environmental challenges. This study also aids management and staff in considering the harm that pollution does to the environment, society, and its own citizens. Employees and the rest of society will become more conscious of how to use natural resources wisely. By incorporating digital procedures, green HR efforts also help the organization in finding cheaper and less wasteful alternatives. Significant cost and energy savings will result from this.

Research Methodology

Objective

The objective of the study is to determine the best green HR practices of organizations in the RMZ Millenia Business Park, Perungudi, Chennai

Sampling Size

RMZ Millenia Business Park consists of 17 companies out of which 5 companies have been taken by the researcher through simple random sampling. The data for the present study was collected from a sample of 120 employees. The researcher used convenience sampling for selecting employees from these 5 companies. In this research, the researcher followed descriptive research to solve the research problem. In the present study, the Friedman test is used for one-way repeated measures analysis of variance by ranks.

Data Collection:

In the present study, the primary data was collected from professionals from IT companies through structured questionnaires. Secondary data was also collected through web links, books, journals, and magazines.

Data Analysis and Interpretations

Demographic Characteristics of the Respondents

The study analyzed the demographic characteristics of the participant's age, gender, marital status, educational qualification, and work experiences. This will basically help to understand the overall demographic profile of the employees of RMZ Millenia Business Park, Perungudi, Chennai.

Table 1: Gender Distribution of the Respondents

Gender	No. of Respondents	Percentage
Male	85	70.8
Female	35	29.2
Total	120	100

Table 1 represents the gender distribution of the respondents. The majority of the participants are male which consists of 70.8 % of total participants and the remaining 29.2% are female.

Table 2: Age Distribution of the Respondents

Age	No. of Respondents	Percentage
18-29	26	21.7
30-39	70	58.3
40-49	21	17.5
Above 50	3	2.5
Total	120	100

Table 2 represents the age distribution of the respondents. It is found that the majority of the respondents, i.e., 58.3% of the respondents belong to the age group of 30-39 years, 21.7% of the respondents belong to the age group 18-29 years, 17.5% belong to the age group 40-49 years, 2.5% belong to age group above 50 years.

Table 3: Educational Qualification of the Respondents

Educational Qualification	No. of Respondents	Percentage
UG	101	84.2
PG	19	15.8
Total	120	100

Table 3 represents the educational qualification of the respondents. The majority of the respondents i.e., 84.2% of total respondents are Undergraduates and 15.8% are postgraduates.

Table 4: Work Experience of the Respondents

Work Experience	No. of Respondents	Percentage
1 to 3yrs	32	18.4
4 to 6yrs	60	58.3
7 to 9yrs	19	15.8
Above 9yrs	9	7.5
Total	120	100

From Table 4 it is found that 58.3% of the participants have worked for 4 to 6 years. 18.4% of participants have worked for 1 to 3 years followed by 15.8% of participants who worked for 7 to 9 years further followed by 7.5% who have work experience of above 9 years.

TABLE 5: Marital Status of the Respondents

Marital Status	No. of Respondents	Percentage
Married	94	78.3
Unmarried	26	21.7
Total	120	100

Table 5 represents the marital status of the respondents .78.3% of the respondents i.e., the majority of the respondents are married and only 21.7% are unmarried.

Table 6: Representation of Mean and Rank of green HR practices in the organisations

Green HR Practices	Mean	Rank	Chi-square	Asymptotic Significance
The company encourages storing paperwork using electronic methods (word document, pdf, etc)	10.48	1	586.175	< .001
company encourages/facilitates Car Pooling	9.63	2		
The company has the infrastructure for maximum usage of Daylight	8.71	3		
The company uses Recycling Ink and Toner Cartridges	8.14	4		
The company encourages Video Conferencing over the physical meeting	8.01	5		
The company provides Flexi-timing for employees	7.91	6		
Does your company purchase “Energy Star” labeled electronic products	7.62	7		
Company-run corporate social responsibility (CSR) programs such as planting trees in deforested areas, (or) building solar-powered computer labs for underprivileged schools	7.53	8		
your company provides Company transport such as office bus for employees	6.13	9		
company purchase Green Office Products such as recycled mouse pad, recycled plastic pens, hand-powered paper shredder, green whiteboard markers, nontoxic cleaners	5.87	10		
The company offers monetary benefits for employees to get hybrid vehicles	5.10	11		
The company uses Eco-friendly paper bags	4.19	12		
Companies use solar panels or any other renewable sources of electricity	1.69	13		

The mean score for the variations of green HR practices in the organizations is shown in Table 6. whereby the organization, which has a mean score of 10.48, actively promotes the use of electronic solutions for document storage, contributing significantly to the preservation of the paperless office. This element secured the 1st place. With a mean score of 9.63, the organization promotes carpooling, which aids in fuel efficiency. This factor secured the second rank. With a mean score of 8.71, the organization has the infrastructure to maximize the use of daylight, helping with energy conservation. This factor secured the third rank. The mean score for the company that recycles ink and toner cartridges is 8.14. which leads to a reduction in

wastage. This factor secured the fourth rank. With a mean score of 8.01, the organization prefers video conferencing to in-person meetings. This lowers carbon emissions. This factor secured the fifth rank.

Above mentioned Factors such as Flexi- timing for the employees, purchase of “Energy Star” labeled electronic products, corporate social responsibility (CSR) programs, Company transport such as office bus for employees, purchase of Green Office Products, monetary benefits for employees to get hybrid vehicles, using Eco-friendly paper bags, use of solar panels or any other renewable sources of electricity has a low mean score.

Findings

From the study, it is found that the organization plays a significant part in preserving the paperless office by promoting the use of electronic solutions for document storage, promoting carpooling which aids in fuel efficiency, maximizing the use of daylight, and helping with energy conservation. recycles ink and toner cartridges which leads to a reduction in wastage, organization prefers video conferencing to in-person meetings Which lower carbon emissions.

Suggestions

Employees should be given access to online training and development programs from management on environmental and social topics including waste management, banning plastics, developing eco-friendly products, cutting carbon emissions, etc.

Going green is a trend that's gaining popularity as a crucial business approach. In addition to lowering carbon footprints and emissions, green HR practices also help organisations save money by reducing expenses and consuming less energy. These factors all contribute to an organization's increased profitability.

CONCLUSION

According to our study's findings, every firm would benefit greatly from implementing green HR practices advancing both social and environmental challenges. The advantages would be beneficial to both the organizations and the employees, and it would also improve employee morale and performance. It was also shown that online training programs on topics like lowering carbon emissions, recycling programs, energy conservation, etc., will raise knowledge among the workforce regarding the green environment. This may increase corporate branding and employee engagement.

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