

## **A STUDY ON THE AWARENESS LEVEL OF GREEN HRM PRACTICES AMONG TEACHING STAFF**

*D. Pushpa Sri<sup>1</sup> & Dr. K. Sethuraman<sup>2</sup>*

*<sup>1</sup>Research Scholar, Department of Business Administration, Annamalai University, Chidambaram, Tamil Nadu, India*

*<sup>2</sup>Assistant Professor, Department of Business Administration, Annamalai University, Chidambaram, Tamil Nadu, India*

### **ABSTRACT**

*Today we are living in a dangerous time where our environment is filled with pollution. Our children are not able to breathe fresh air and move freely in our cities including our Capital city i.e. Delhi. Thus serious concern is being taken at all levels of Government, Educational Institutes and business concerns to protect the environment. All the society is striving for the development of Green practices to help in protecting our environment and give a promising future for our younger generation. In this regard the awareness of the green practices is very prominent among the employees to ensure their successful implementation. Thus this paper is intended to identify the level of awareness among the employees regarding the green practices with special focus on Green HRM practices. The study revealed that 90% of the employees are aware of the practices which help us to depend on the organizations for a better future. A sample of 120 is selected from Engineering colleges in Ongole, Prakasam District.*

**KEYWORDS:** *Green Practices, Green HRM Practices, Organizational Sustainability*

---

### **Article History**

**Received: 06 Feb 2023 | Revised: 07 Feb 2023 | Accepted: 08 Feb 2023**

---

### **INTRODUCTION**

Green is the buzzword in the present competitive world. The organizations are developing various methods for the development of Green products, green process, green materials, green building etc., everything we do today should be a green one. The green concept is developed 200 years ago where we started to realize the population explosion. The world population was increasing and the resources utilization was increasing resulting in the non availability of resources for our next generations. Thus the concept of green has started to come to ensure the protection of our environment. The increasing pollution which resulted in green house effect, ozone layer depletion and the rising heat on the earth gave rise to serious concern for the development of green concepts in the society.

The main concerns for the pollution were business organizations and vehicles releasing wastage into the environment. Thus it became a priority based activity for the organizations to develop various methods to produce green products so that the environment will be sustainable. The products should be reusable, the wastage should be recycled and the cost should be effective for the companies. But to implement Green practices, the whole organization should be ready to accept the change as it should be adopted at all levels. Hence, the concept of Green HRM came into existence. Every policy can be implemented only by the support of the employees, thus it is the responsibility of HR Manager, to identify

the methods to develop sustainability with green practices, and ensure that all the employees are ready to implement them effectively.

Green practices define all the set of activities for the development of ecofriendly strategies for the protection of our environment. A Green HRM practice defines all the set of policies, procedures to be implemented in the organization for the development of a ecofriendly organization resulting in sustainability. The resource utilization should be effective and should result in cost effectiveness. The various Green HRM practices are as follows:

- **Green Human Resource Planning:** It plans the need for employees to implement Green HRM in the organization effectively at all levels of management.
- **Green Recruitment:** Green recruitment is recruiting people for the job opportunities with sustainable measures.
- **Green Selection:** Selecting the candidates with an approach of green consciousness towards environment.
- **Green Induction:** Giving orientation to the new recruits in the serious way about the Green HRM practices.
- **Green job Description:** IT describes the designing the tasks and duties responsible for the protection of environment.
- **Green Training & Development:** Training including the training for environmental activities is called as Green T & D.
- **Green pay and Reward Management:** This reward management concentrates on giving rewards to the employees working with green consciousness and using environmental friendly strategies.

## REVIEW OF LITERATURE

- **(Azadeh Shafaei, 2020)** The study was focused on establishing the antecedents and outcomes of Green HRM at organizational and individual levels. The study was conducted on 1206 hotels in Malaysia. The study revealed that Green HRM supported the organizational performance and at the individual level the Green HRM facilitated the increase in the satisfaction levels of employees. The study used partial least square method as the research model.
- **(Douglas W. S. Renwick, 2012)** This paper is a case study integrating both Environmental Management with Green HRM. The study revealed that the Green HRM increases the employee motivation levels and thereby results in the employee performance effectively. But the problem is that the organizations are not fully implementing the Green HRM practices in the organizations.
- **(Awwad Saad Awwad Al-Shammari, 2022)** Awwad studied the relation between the Green HRM Practices and their affect on the organizational sustainability as measured by the triple bottom line (Economical, social and Environmental Performances). The data was collected from 335 SME working in Saudi Arabia. The study results reveal that the companies should develop green HRM practices, as they definitely result in the organizational sustainability.

- **(Battu, 2018)** The paper was studied for the effect of Green HRM on the Organizational development in terms of the employee behavior. The green HRM reduces the carbon emission for the employees and it really helps in motivating the employees for the growth of the organization. The employees will feel related to the company and also work with a positive attitude.
- **(Nissar, 2015)** In the present world the organizations are transforming towards green organizations. They are shifting from conventional financial structure towards green economic facets now. Green Human Resource Management is the best strategy for the organizations to become sustainable. The paper suggested some of the best prolific strategies for Green HRM.
- **(Abdullah Kaid Al-Swidi a, 2021)** This paper is focused on investigating the green HRM and its impact on their performance. The data was collected from 614 employees working in Qatar. They observed that the Green strategies especially in terms of Human resources management is contributing for the change in the behavior of employees and is creating a positive impact on their output in the organizations.

### **RESEARCH GAP**

The research in the area of Green Practices and Green HRM Practices was done mostly on the corporate sector, but this study focus on the Identification of awareness levels of employees on the implementation of Green HRM Practices in the educational institutions.

### **OBJECTIVES OF THE STUDY**

- The objectives of the present study are
- To identify the various practices of Green HRM in organizations.
- To identify the awareness levels of Green HRM practices among faculty in educational institutions.

### **RESEARCH METHODOLOGY**

The present study is a descriptive study which tries to establish the awareness levels of Green HRM in Educational Institutions.

### **METHOD OF DATA COLLECTION**

#### **Primary Data**

Data collected from the employees working in Engineering colleges in Ongole using structured questionnaire.

#### **Secondary Data**

Data is collected from various sources of print (newspapers, magazines, journals, research reports and books) and electronic media (websites, e-journals and databases).

#### **Research Instrument**

Structured questionnaire in google forms.

## SAMPLE DESIGN

### Sampling Universe and Sample Unit

The population for the study is all employees. Thus for the study employees working in various engineering colleges in Ongole were selected.

### Sampling Procedure

The samples are drawn using Random sampling.

### Sample Size

The sample was selected on convenience basis. In total responses of 139, 120 responses were collected. A google form was used to collect data through e-mails.

## DATA ANALYSIS

The first phase of the research is done through frequency analysis where all questions for both the analysts in the questionnaire are analyzed using SPSS. The analysis gave the bird's eye view of the overall analysis. The questionnaire being very technical and of greater depth lead to the need of being each question reviewed individually where frequency analysis was best suitable. It was done with the help of SPSS and Excel 2010.

## RESULTS AND DISCUSSIONS

The basic profile of the respondents is given in the Table No. 1

**Table 1: Basic Profile of Respondents**

		Frequency	Percent
Gender	Male	99	82.5
	Female	21	17.5
	Total	120	100.0
Age	22-30 Years	63	52.5
	31-40 Years	38	31.7
	41-50 Years	19	15.8
	Total	120	100.0
Monthly Income	15000-20000	35	29.2
	20001-50000	44	36.7
	50001-100000	20	16.7
	100001-300000	21	17.5
	Total	120	100.0
Experience	1-5 Years	62	51.7
	5-10 Years	16	13.3
	10-15 Years	20	16.7
	15-20 Years	20	16.7
	Above 20 Years	2	1.7
	Total	120	100.0

The sample is widely distributed between the age group of 22 to 50 with monthly incomes ranging from Rs. 15000/- to Rs. 3,00,000/-. The study revealed that the employees with more experience are earning when compared to the employees with low experience. This can be justified by Pearson correlation test on the sample

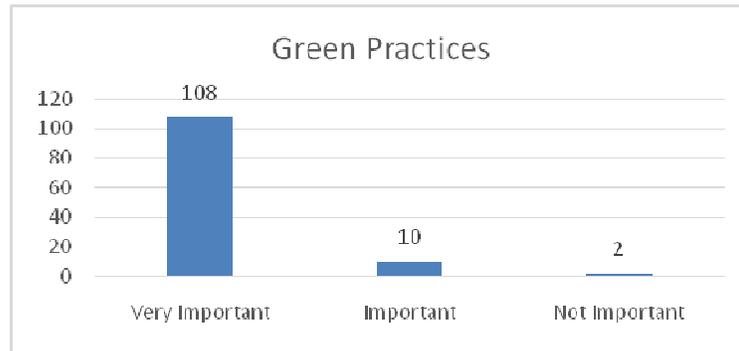
**Table 2: Correlations**

		Monthly Income	Experience
Monthly Income	Pearson Correlation	1	.563**
	Sig. (2-tailed)		.000
	N	120	120
Experience	Pearson Correlation	.563**	1
	Sig. (2-tailed)	.000	
	N	120	120

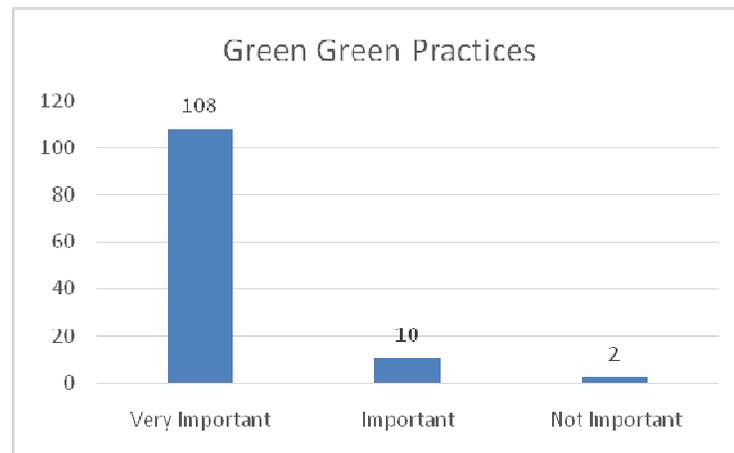
**Correlation is significant at the 0.01 level (2-tailed).**

Pearson Correlation test is used to establish the relationship between two variables. Thus the Correlation tests between the monthly income of the respondents and their experience have resulted in a positive value of 0.563. The positive value indicates that these two variables are linearly correlated. But we can see that the value is only 0.563 which means there is also a lag in it. That is more experience gives more income but if the experience is not gained by employees in terms of knowledge but only number of years, then more earning is not possible by learning

**Awareness Level of Green Practices and Green HRM Practices in Teaching Staff**



**Figure 1.**



**Figure 2.**

The above graphs reveal that 90% of the respondents are aware of the availability of Green practices and Green HRM Practices in the organizations.

### **The Most Prominent Green Practices in the Organizations are as follows**

1. Green Landscaping with trees and plants
2. Solar Energy
3. Biogas Plant
4. Public Transport
5. Paperless Office
6. Waste Management

### **The Most Prominent Green HRM Practices are as Follows**

1. Green Recruitment
2. Green Selection
3. Green Discipline
4. Eco design
5. Green Training and Development.

### **CONCLUSIONS**

Green HRM Practices are very important in the present generation for the successful functioning of the organizations. It is very clear from the study that the employees are aware of the some of the Green practices and the Green HRM Practices implemented in the organizations. Thus further studies can be conducted to study the level of organization sustainability achieved by the implementation of Green HRM.

### **REFERENCES**

1. Abdullah Kaid Al-Swidi a, H. M. (2021). *The joint impact of green human resource management, leadership and organizational culture on employees' green behaviour and organisational environmental performance. Journal of Cleaner Production.*
2. Awwad Saad Awwad Al-Shammari1, w. A. (2022). *Green Human Resource Management and Sustainable Performance With the Mediating Role of Green Innovation: A Perspective of New Technological Era. Frontiers in Environmental Science.*
3. Azadeh Shafaei, M. N. (2020). *Green human resource management: A two-study investigation of antecedents and outcomes. International Journal of Manpower.*
4. Battu, D. P. (2018). *A Study On Green HRM - an Emerging Trend In HR Practices . International Journal of Management (IJM), 74-82.*
5. Douglas W. S. Renwick, T. R. (2012). *Green Human Resource Management: A Review and Research Agenda. International Journal of Management Reviews.*

6. Nissar, S. A. (2015). *Green Human Resource Management: Policies and practices*. Cogent Business & Management
7. Sandhe, Ashutosh, and Ashwini Joshi. "An empirical study of motivation and factors affecting motivation for teaching staff in private universities/colleges in Vadodara." *Revista de Administração de Roraima-RARR* 7.1 (2017): 5-16.
8. Agrawal, Chitra. "A Study on Job Satisfaction of Elementary School Female Teachers With Respect to Emotional Intelligence and Academic Stress." (2021).
9. Desai, Jigna. *A Study on Learning Organization with Reference to Employee Engagement, Retention and Job Satisfaction in Industries*. Diss. Maharaja Sayajirao University of Baroda (India), 2020.
10. Imonje, Rosemary, and Grace Nyagah. "Influence of capacity building of academic teaching staff in mainstreaming disability interventions for students with special needs in public universities in Kenya." *International Journal of Humanities and Social Sciences (IJHSS)* 7.6 (2018): 55-68

