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Green Human Resources and Sustainable Business Solutions

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ABSTRACT

This chapter discusses green human resources (HR) and its impact on sustainable business solutions. It embraces work area research and writing audit way to discover the connection between green HR and sustainable business performance. This chapter examines the influence of human resources (HR) as a fundamental capacity in an organisation. The role of HR in the organisation has moved beyond focusing on realising organisational objective but into the integration of corporate strategy with environmental sustainability through environmentally friendly practice. The study explores instrumental theory, which focuses on both shareholder and stakeholders' interests of an organisation. Therefore, organisations need to align its operational objectives with environmental sustainability objectives through effective green HR practices to achieve sustainable business solutions.

INTRODUCTION

The global business environment is currently considering green human resources (green HR) as one of the strategic ways for business sustainability. This is because of the challenges faced by most organisational managers particularly HR professionals as a result of volatility in business operations (Ullah, 2017). Mehta and Chugan (2015) suggested that HR formed a significant part of the organisation executive's and are responsible for the management of employees to align with business objectives. The role of HR in the organisation has therefore moved beyond focusing on realising organisational objective into the integration of organisational objective with a conducive and sustainable business environment (Agarwal, Garg & Pareek, 2011). Adequate integration of human resources practices with environmental sustain-

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ability awareness is referred by Ullah (2017) as ‘green’ HR. Practicing green HR implies that Business managers, as well as HR professionals, are aware of the strategic planning and the alignment of HR functions with environmentally friendly standard practices to ensure sustainable business performance (Jabbour, 2011; Mandip, 2012; Kapil, 2015).

This chapter seeks to establish the relationship between green HR and sustainable business solutions by reviewing extant research areas to discover the connection between green HR and sustainable business performance. This chapter provides background information on green HR through an explanation of green methodologies such as green job design, green training and development, green recruitment, green employee relations, and green remuneration in a way that can provide sustainable business solutions. This chapter offers explanations on how organisation can gain a competitive advantage in a volatile business environment by promoting green consciousness among their employees. The culture of green consciousness could be achieved by effectively communicating and promoting green HR practices to newly recruited individuals through green job design. The relevance of green HR in sustaining the business environment is in relation to the challenges faced in achieving sustainable business solutions was also emphasized.

BACKGROUND

The emergence of green HR can be traced to organization and management fields (Mehta & Chugan, 2015; Mwita, 2019; Stojanoska, 2016). Green HR involves the use of technology initiatives through employee involvement to create a conducive environment to perform all HR functions which includes job design, recruitments, training, and compensation to prevent environmental pollution in other to achieve sustainable business solutions (Hosain, 2016; Uddin & Islam, 2015). Many scholars (Mandip, 2012; Mathapati, 2013; Prasad, 2013; Zoogah, 2010) suggested that organisation have recently and constantly informed, encouraging, and training their employees on strategic integration of green HR practices with environmentally friendly initiatives in a way to promote sustainable business solutions. The strategic integration of HR practices with environmental sustainability practices consists of formulations of organisation HR policies and practices towards green recruitment, green training, and development, green induction, green employee relations, green compensation for environmental sustainability (Mathapati, 2013). Therefore, green HR functions is prioritised with business activity to build and enjoy a sustainable business solution (Mtembu, 2017).

Organisations create a lasting impression in the minds of their customers, shareholders and all other stakeholders when they ensure their organisational policies and practices are in tandem with international business standards of operations (Cania, 2014; Coblentz, 2002; Ioannou & Serafine, 2011). Otherwise, the organisation may experience poor performance or find it difficult to achieve sustainable business solutions when their business environments are taken for granted (Ladipo, Awoniyi & Arebi, 2017). Many organisations are likely to enjoy a high sustainable business solution by engaging in green HR. Hence, an environmental sustainability research consideration in HR practices has resulted in the development of green HR (Chowdhury, Sanju & Asaduzzaman, 2017). Besides, sustainable business strategies can be successfully implemented and achieved if there are well-established processes and a strong leadership presence in an organization (Glavas, Senge, & Cooperrider, 2010). Therefore, the study relating to environmental sustainability is now a top priority in the business world as the HR professional are

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