

Chapter 69

Green HRM: Best HR Practices Within an Organization for Reducing Employees' Carbon Footprint

Anupama Lakhera

Delhi School of Professional Studies and Research, India

Pooja Sharma

Institute of Information Technology and Management, Delhi, India

ABSTRACT

Green HRM is a concept that is fast gaining prominence in the field of management. This review article discusses Green HRM for implementing best HR practices for reducing employees' carbon footprint and thus leading to sustainable growth within the organization. It explores how Green HRM can achieve the integration of environment-friendly HR practices and activities in order to achieve long-lasting sustainable development and a reduction of the employee carbon footprint. The data is collected on the basis of secondary sources such as articles, research papers, case studies, and internet websites. Green HRM does not only imply awareness and concern towards environmental issues, it favors the economic as well as social wellbeing of the employees and organization. This article deliberates on the Green HRM approach and the prominent part it can play in integrating and merging the HR practices within the organization in favour of the environment.

INTRODUCTION

Green HRM is the concept that focuses on environment friendly atmosphere within an organization, which uses its resources effectively and efficiently in such a way that the external environment does not get harmed. The successful implementation and acceptance of Green HRM within an organization helps in creating a concept that can also be helpful to society. Green HRM alludes to increasing the receptivity and commitments of employees towards prevention of the reduction of natural resources in order to preserve green resources and generate an ecological balance without wasting these resources. Green

DOI: 10.4018/978-1-6684-3873-2.ch069

HRM also inculcates the economic and social well-being and benefits of the employees and organization. Green HRM is a concept that can really help in saving costs, time, and resources.

OBJECTIVES

The intent of this research paper is to study the concept of Green HRM and to analyze how Green HRM practices help in integration of environment friendly best HR practices within an organization for reducing carbon footprint of employees for sustainable development.

RESEARCH METHODOLOGY

This research is based on data generated from numerous secondary data sources. Data is developed from various publications by different researchers available on their websites or reports. The data has also been collected from research papers, journals, etc.

IMPLEMENTATION OF GREEN HRM

Implementation of Green HRM practices helps in creating a Green workforce that understands, appreciates, and practices green initiatives throughout the organization. The Green workforce preserves its green objectives at every level of the HR process that includes recruiting and hiring of employees, training, compensating and so on and thus helps in advancing the organization's human capital. Green HRM practices include recruiting by video conferencing or by conducting online interviews via Skype, to utilize video recruiting techniques to minimize travel requirements (Figure 1).

Table 1. Green initiatives across the globe

2010	2012	2013	2018	2020
"The UK launched the London Carbon Trading Exchange"	"The US signed the Kyoto II agreement and become a leading advocate for actions to reduce the rate of global warming"	"India become a key player in the corporate social responsibility agenda with a focus on preserving the Indian culture and heritage"	"Hybrid or fully electric cars outnumber petrol-powered cars"	"A group of scientists confirm that the rate of global warming is slowing"

Source: PWC Report: Managing Tomorrow's People

Implementing Best Green HR Practices

As a strategy Green HRM is mainly useful in diminishing the carbon footprint of employees within the organization. It also helps the organization in talent retention. It implies undertaking environment friendly HR practices which result in lowering costs within the organization and better employee engagement.

5 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/green-hrm/295404

Related Content

Unlocking Drivers for Employee Engagement Through Human Resource Analytics

Kanupriya Misra Bakhru and Alka Sharma (2019). *Management Techniques for Employee Engagement in Contemporary Organizations* (pp. 236-255).

www.irma-international.org/chapter/unlocking-drivers-for-employee-engagement-through-human-resource-analytics/221410

HRM Practices in Human Capital-Intensive Firms: An Empirical Study of IBM Corporation

Sabrina Loufrani-Fedida (2022). *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 921-938).

www.irma-international.org/chapter/hrm-practices-in-human-capital-intensive-firms/295382

COVID-19: Impact on Recruitment Processes

Shoeb Ahmad (2022). *Navigating the New Normal of Business With Enhanced Human Resource Management Strategies* (pp. 191-211).

www.irma-international.org/chapter/covid-19/297408

The Effect of Education on Information Systems Success: Lessons from Human Resources

Richard J. Goeke, Kerri Anne Crowne and Dennis R. Laker (2022). *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 1001-1020).

www.irma-international.org/chapter/the-effect-of-education-on-information-systems-success/295386

The Relationship Between Ethical Climate, Workplace Deviance, and Mindfulness: A Theoretical Framework

Meltem Akca, Meltem Yavuz and Hsian Akca (2021). *Critical Issues on Changing Dynamics in Employee Relations and Workforce Diversity* (pp. 64-89).

www.irma-international.org/chapter/the-relationship-between-ethical-climate-workplace-deviance-and-mindfulness/269354