

Chapter 8

Green Management Approaches to Organizational Behavior

Shwetha Gubbi Yajman

 <https://orcid.org/0009-0007-3354-1662>

VVCE, Visvesvaraya Technological University, Mysore, India

ABSTRACT

This extensive paper discusses the implementation of sustainability in organizations from the perspectives of Green Management, Organizational Behaviour, and Human Resource Management. It briefly introduces the concept of environmental sustainability in business and the growing concern with management initiatives and actions that can reverse climate change and depletion of resources. The paper outlines prominent aspects of environmental responsibility like energy and energy conservation, raw material and waste management, supply chain and procurement, and environmental design. This supports the concept of OB, to demonstrate the idea that organisational culture must promote sustainable behaviour patterns through staff and management buy-in. Green Human Resource Management (GHRM) is discussed throughout the article where possibility to implement green aspects in recruitment, training and performance appraisal is analyzed. Details of the actual-life successful sustainable management and practices by Interface Inc., Patagonia and Unilever are presented. Leadership in relation to green management principles and the integration of sustainability within the businesses' functioning is also discussed in the paper. The purpose of evaluating green management initiatives is reviewed based on Key Performance Indicators (KPI). Last, the paper discusses the directions for the future enhancement of green management, concluding that organizations should adopt green measures to improve the sustainability and competitiveness of future economy and business.

1. INTRODUCTION AND CONTEXT

Environmental sustainability is what people are talking about in business. In business, environmental sustainability refers to a paradigm shift from old ways of doing things that were mostly operational in focus but now stressing on conservation natural resources and environmental balance. Fundamentally, it relates to the way businesses should manage business processes so that their activities have minimal impact on an environment; they are not using scarce resources in a wasteful manner and hence future generation can replicate this (also read our post changing climate change).

DOI: 10.4018/979-8-3693-8824-2.ch008

Drivers of Environmental Sustainability

There are several key factors driving the business trend towards environmental sustainability.

- **Climate Change:** Climate-related disasters — hurricanes, droughts, and floods are happening more often and with greater force which makes it a priority for businesses to start thinking about their sustainable strategy. Such occurrences challenge supply chains, operational risks and financial costs due to environmental management amply demonstrating.
- **Depletion of Natural Resources:** The exhaustible nature of natural resources like coal, minerals and water calls for the reduction in wasteful use of them. Firms have long-term viability through the careful use and preservation of resources.
- **Regulator Pressures:** Environmental laws of governments and their regulatory bodies worldwide are becoming more stringent. These standards aim to minimize pollution, reduce carbon emissions and ensure renewable resource utilization. According to the GDPR requirements, companies need to modify their workflows in order not to be fined as well stay compliant.
- **Conscious Consumerism:** Modern consumers are more environmentally aware than ever before. They want brands to be transparent and sustainable. Companies that adopt ethical practices based on consumer values not only build market shares but also stay ahead in the race.
- **Sustainable Sourcing:** This involves procuring materials from suppliers that adhere to environmental standards. Companies are prioritizing certified suppliers and ensuring that their supply chains are transparent and sustainable.

Adoption of Sustainable Practices

In order for these drivers to be satisfied, companies are implementing a variety of strategies that target their environmental performance:

- **Energy Efficiency:** Many companies invest in energy efficient technologies and practices. These include moving to energy efficient solutions like LED lighting, improving mechanical efficiency and integrating renewable resources such as wind or solar.
- **Workshop 3- Waste Management:** Developing ways to reduce our waste by reducing, recycling. Companies are establishing comprehensive recycle programs, reducing their dependence on disposable plastics and looking for strategies to use waste.
- **Reuse:** Sustainable sourcing relies on suppliers that adhere to environmental practices. Enterprises are giving preference to certified suppliers—whose supply chain is visible, and operates in a sustainable manner.
- **Eco-Friendly Design:** The idea that designing products with minimal environmental impact includes such actions as using recyclable materials, reducing the amount of packaging waste and, last but not least, taking the overall lifecycle of a product into account.

32 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-management-approaches-to-organizational-behavior/370790

Related Content

A Comprehensive Review on the Use of Walnut Husk Extract as a Natural Hair Dye

Sejal Sanjeev Sarode, Ajaygiri Goswami and Sunil Jayant Kulkarni (2023). *Intelligent Engineering Applications and Applied Sciences for Sustainability* (pp. 351-366).

www.irma-international.org/chapter/a-comprehensive-review-on-the-use-of-walnut-husk-extract-as-a-natural-hair-dye/329586

Consumer Attitudes toward Online Shopping: An Exploratory Study from Jordan

Ahmad Nabot, Vanja Garaj and Wamadeva Balachandran (2014). *International Journal of Social Ecology and Sustainable Development* (pp. 13-24).

www.irma-international.org/article/consumer-attitudes-toward-online-shopping/120101

Environmental Analysis of Azerbaijan and Its Development: Environmental Factors Effecting Azerbaijan

Bahruz Balakishiyev (2022). *Analyzing Sustainability in Peripheral, Ultra-Peripheral, and Low-Density Regions* (pp. 179-182).

www.irma-international.org/chapter/environmental-analysis-of-azerbaijan-and-its-development/307794

Sport Tourism and the Discourse of Social Cohesion at the World Pond Hockey Championship Event

Mark Lowes and Cory Awde (2015). *International Journal of Social Ecology and Sustainable Development* (pp. 90-101).

www.irma-international.org/article/sport-tourism-and-the-discourse-of-social-cohesion-at-the-world-pond-hockey-championship-event/125833

Engagement in Campus Environmental Activities and Green Initiatives in Malaysia: A Structural Equation Modelling Approach

Norazah Mohd Suki (2015). *International Journal of Social Ecology and Sustainable Development* (pp. 15-33).

www.irma-international.org/article/engagement-in-campus-environmental-activities-and-green-initiatives-in-malaysia/142145