

# Chapter 17

## Sustainable Employee Engagement and Retention: A Review of Green HRM and Digital Integration for Modern Workplaces

**Shaik Shamshuddin**

 <https://orcid.org/0000-0002-0594-521X>


*GITAM University, India*

**Chirra Baburao**

 <https://orcid.org/0000-0003-4881-3708>

*GITAM School of Business, GITAM University, India*

**Haniefuddin Shaik**

 <https://orcid.org/0009-0000-7185-8213>

*Noble Institute of Science and Technology, India*

**Y. V. V. S. S. S. Vara Prasad**

 <https://orcid.org/0009-0009-1789-2387>

*GITAM School of Business, GITAM University, India*

### ABSTRACT

*This chapter explores the integration of Green Human Resource Management (GHRM) and digital intelligence to enhance employee engagement and retention in sustainable workplaces. It examines how eco-friendly policies and digital tools contribute to organizational commitment, reduce turnover, and foster productivity. By aligning environmental initiatives with human resource strategies, companies cultivate loyalty, drive innovation, and build a positive corporate culture. The chapter highlights key drivers, including psychological safety, employee well-being, and value alignment, that contribute to meaningful engagement. Through a comprehensive review of literature and case studies, it underscores the role of digital platforms in promoting sustainability practices and monitoring performance. This chapter provides valuable insights for organizations seeking to balance employee satisfaction with long-term sustainability goals, reinforcing the importance of GHRM in modern business environments*

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## INTRODUCTION

Employee engagement and retention are fundamental for companies, especially those who adopt sustainable business practices. Mone and London (2018) stress that these concepts are not independent in today's environment and milieu. Employee retention is an organization's commitment to retain its employees (Lyons & Bandura, 2019; Saridakis & Cooper, 2016; Scott et al., 2021) and reduce the turnover of their employees (Steinberg et al., 2018). Employee engagement is much more than holding onto employees. It reflects employees' emotional attachment and dedication to their tasks and the organization. They are not just there by accident, but are doing their tasks with full engagement, enthusiasm, and commitment. The Real Cost of Employee Turnover More London (2018) Employee retention is critical to any organization, and this key driver should not be ignored since the cost of turnover stands out in a large sum. Hiring, training, and onboarding new employees come with a huge overhead in direct, training, and indirect costs. High employee turnover disrupts workflow, destroys team spirit, and decreases productivity. This clarifies that retaining high-value people is one of the most critical success and stability factors for an organization. This research suggests that people's engagement is essential to attain high retention rates. Engaged employees are satisfied with their work, feel appreciated by the organization, and perceive their work as meaningful (Strom et al., 2014). A healthful work ambiance invitations humans to engage or avoid seeking other opportunities. According to Mone London (2018), a workplace encourages well-being and helps workers feel part of a community. Green: In this technological era, awareness of the importance of green policies has been spread. Hence, companies are incorporating sustainability in many activities, including initiatives minimizing ecological footprint, sustainable resource management, and building an environmental protection culture (Lian et al., 2023). Green policies influence employee engagement (Ghouri et al.2020a). Higher employee retention rates When employees can see their company values. Alignment and dedication towards sustainability make them more likely to identify with their work and stay! Christian et al. November 2011) In Sustainable Business, Walker et al. It calls for an environment that nurtures employees' mental health and shares their concern for the environment. On these factors, companies build a loyal, engaged workforce that reduces turnover costs and saves the planet. They are pressed to create green policies and digital tools that will help reduce turnover and create a long-term employee experience. Workers, including younger generations, seek employers that mirror their environmental perspective and commitment (Hilty et al., 2006). Because some people are more environmentally or socially sensitive than others are, environmentally pointed organizations need to have their ESG strategy and policies in place. For example, organizations that incentivize employees to reduce their carbon footprint, minimize waste, recycle, etc., will attract talent sensitive to these issues. The green policy can also help in employee engagement and retention (Mone London, 2018). Green initiatives are more efficient and cost-effective. Lower energy use, waste elimination, and resource conservation are beneficial for the environment and reduce the cost of operation (Cho & Yoo, 2021; Ghouri et al., 2020a; Yusliza et al., 2019). It allows the reinvestment of those savings in training and other employee benefits, creating an even stronger employee ecosystem as a retention tool. Green policies and employee engagement rely on digital tools that analyze environmental data while offering eco-friendly initiatives ideal for supporting the needs of digital corporate platforms. Digitalization encourages organizations to track environmental performance, have employees in sustainability activities, and help raise awareness of individuals concerning green issues (Liu et al., 2023; Menz et al., 2021). These tools help employees get involved in sustainability initiatives and reinforce their sense of organizational commitment and purpose. They also help rally employees around

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