


# Chapter 3

## Green HRM Bridging Sustainability and Workforce Management

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### **ABSTRACT**

*The growing global emphasis on sustainability and environmental protection has led to the integration of eco-friendly initiatives across industries, resulting in the emergence of green human resource management (Green HRM). “Green HRM” is an extension of sustainable HRM, focused on integrating environmental management into human resource policies. It involves the use of eco-friendly HR practices that support the organization’s environmental sustainability agenda. The primary goal of Green HRM is to promote a culture of environmental stewardship and sustainability within the organization, helping to reduce carbon footprints, minimize waste, and encourage responsible use of resources. At its core, Green HRM aligns organizational goals with environmental strategies. It involves practices such as “green recruitment,” “green training,” “green performance management,” and “green rewards.”*

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# 1. INTRODUCTION

The growing global emphasis on sustainability and environmental protection has led to the integration of eco-friendly initiatives across industries, resulting in the emergence of Green Human Resource Management (Green HRM). Green HRM refers to the policies, practices, and strategies that organizations implement to promote sustainable use of resources, reduce environmental impact, and align business operations with environmental goals. The concept goes beyond traditional HRM by embedding environmental sustainability into core HR functions, from recruitment and training to performance management and employee engagement. In this chapter, we will explore the principles, practices, and benefits of Green HRM, along with its evolution and future prospects (Cooke et al., 2020).

Green HRM is significant because it is very important to change employee behavior as well as company structure and strategy to their long-term business approach. Integrating this in the HR practices of organizations, leads to their practice where they can bring substantial transformation on strategies to mitigate waste, conserve energy and promote sustainable resource utilization. Green HRM principles go beyond corporate social responsibility (CSR) philosophy, making sustainability a composite of workforce management and ethics (Ahmed et al., 2021).

Sustainable talent management, one of the tenets of Green HRM, emphasizes the hiring, attracting, and retaining of employees whose values are consistent with an organization's environmental orientation. This includes integrating new eco-centric criteria into job descriptions, recruitment and selection measures, so that new hires are environmentally conscious. Organizations also run training to help employees understand environmental challenges and provide them with the knowledge and skills they need to integrate sustainability into the workplace (Alam & Niu, 2021).

Green HRM also includes the performance management of employees by checking how much an employee is contributing to environmental sustainability in their KPIs. This can include things like resource conservation efforts, energy efficiency initiatives, sustainability programs, and similar metrics. In this aspect, having green goals in performance evaluation and reward systems pushes the employees of the company to adopt ethical behaviors towards the environment (Al-Hawari et al., 2021).

Green HRM is ultimately an exercise in employee engagement. Many organizations adopt eco-friendly workplace policies, such as waste-reduction programs, paperless work environments, and sustainable commuting options. Companies may also form green committees or teams to promote employee involvement in environmental initiatives. This strengthens the sense of responsibility and organizational commitment towards sustainability resulting in an environmentally sustainable organizational culture (ud Din et al., 2025).

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