Chapter 8
Sustainability Demands Action:
Aligning Sustainable HRM and AI for a Greener Tomorrow

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ABSTRACT

This chapter explores how Artificial Intelligence (AI) can be harmonized with Sustainable Human Resource Management (HRM) to foster eco-friendly, ethical, and efficient business practices. When AI technologies revolutionize conventional HR functions, they provide opportunities for reduced resource use, improved workplace sustainability and concordance with the UN Sustainable Development Goals (SDGs). This chapter provides an in-depth analysis of AI's role in recruitment, training, resource optimization, and employee well-being while emphasizing the potential for AI to drive both environmental and social sustainability within organizations.

1. INTRODUCTION

The union of Artificial Intelligence (AI) and Sustainable Human Resource Management (HRM) is fast becoming a top agenda for organizations that seek to drive sustainability in the emerging workforce (Kaushal, 2023). With its revolutionary capability, AI has much to offer to revolutionize HR practices by automating, en-

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hancing decision-making, and overall efficiency. Sustainable HRM, on the other hand, is based on long-term human capital growth with practices that not only drive business success but also environmental, social, and economic sustainability (Jackson, 2011). With organizations increasingly moving their strategies toward sustainability goals, the union of AI and HRM is imperative to creating a future that benefits employees and the world as well (Wamba, 2017).

Although research has been targeted towards the application of AI in complementing traditional HR processes like recruitment, performance management, and employee growth less research has been focused on the integration of AI into the overall framework of Sustainable HRM (Dessler, 2019). Existing research shows that AI has the potential to drive sustainability by automating HR functions and making them more efficient, reducing the carbon footprint of administrative functions, and enabling more intelligent decision-making that promotes more sustainable business practices (D. Rosenberg, 2019). AI technologies can also allow for personalization of employee experiences, increase learning opportunities, and improve workforce engagement, which are key factors of Sustainable HRM. Nevertheless, the link between AI and the environmental goals of HRM, such as promoting green initiatives and reducing organizational footprint on the environment, is under-researched (Kaplan, 2019).

Whereas the potential of AI in HRM has been recognized, much work remains to be done to know how AI can specifically assist environmental sustainability in HR practices. Moreover, whereas the majority of research work has concentrated on how AI affects the operational HR dimensions, relatively little attention has been given to implications for HR professionals, line managers, and employees, who are strategically positioned to drive sustainable practices (Dhar, 2020). These are areas that future research must explore on how AI can be utilized to construct a more sustainable, eco-friendly HRM approach that not only tackles the human capital element but also inculcates sustainability at all levels of the organization (B. Sypniewska, 2023).

This study proposes to close these gaps by exploring the way AI can be combined with Sustainable HRM to develop a greener tomorrow. By concentrating on how AI can facilitate green HRM practices, including waste minimization, energy-efficient work environments, and resource optimization, this study will bring new insights into the Interface between AI and sustainability (Jackson, 2011). Furthermore, this study will investigate the changing functions of HR professionals, line managers, and employees in the context of AI-facilitated HRM, acquiring a greater understanding of how these stakeholders can collaborate to foster organizational and environmental objectives. Lastly, this study will add to the literature by emphasizing the ability of AI to drive sustainability in HRM, proposing a framework for organizations to align their human resource strategies with a more sustainable, eco-friendly future.