

Chapter 14

Green HRM: Integrating Sustainable Practices Into Human Resource Management for Environmental

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ABSTRACT

As businesses increasingly focus on sustainability, the role of Human Resource Management (HRM) in promoting environmental responsibility has become more significant. Green Human Resource Management (Green HRM) refers to the integration of eco-friendly policies and practices into HR functions to support an organization's environmental goals. By embedding sustainability into recruitment, training, performance management, and workplace policies, Moreover, sustainable HRM practices lead to cost savings by optimizing resource usage and minimizing waste. This chapter explores the role of Green HRM in aligning human resource practices with environmental goals. It examines key strategies such as green recruitment, employee training, eco-friendly workplace policies, and performance evaluation systems that incorporate sustainability metrics. This chapter explores the conceptual framework, significance, and application of Green HRM in fostering sustainable business practices.

INTRODUCTION

As businesses increasingly prioritize sustainability, the role of Human Resource Management (HRM) in fostering environmental responsibility has become critical.

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Green Human Resource Management (Green HRM) integrates eco-friendly policies and practices into core HR functions to support an organization's environmental objectives. By embedding sustainability into recruitment, training, performance management, and workplace policies, organizations can reduce their ecological footprint, optimize resource usage, and achieve cost savings.

Green HRM is founded on the premise that human capital is essential for meeting sustainability goals. For example, green recruitment practices attract candidates who not only possess the required skills but also share a commitment to environmental stewardship, thereby creating a cohesive, motivated workforce. Additionally, green training and development programs equip employees with the knowledge and skills needed to implement sustainable practices—such as energy conservation and waste management—which can influence behaviors both in the workplace and beyond.

Incorporating sustainability metrics into performance management systems further ensures that environmental goals are met by incentivizing eco-friendly practices and enhancing individual accountability. Eco-friendly workplace policies—such as energy-efficient office designs, digital documentation, and robust recycling programs—not only reduce operational costs but also enhance a firm's reputation as a responsible corporate citizen. This commitment to sustainability aids in regulatory compliance and ethical governance, positioning companies to proactively contribute to environmental protection and conservation initiatives.

LITERATURE REVIEW

The growing global emphasis on corporate sustainability, regulatory compliance, and social responsibility has made Green HRM a strategic necessity rather than an optional initiative. Companies that adopt Green HRM practices not only contribute to environmental protection but also enhance employee engagement, improve brand reputation, and gain a competitive advantage. Green Human Resource Management (Green HRM) integrates environmentally friendly practices into HR policies to align organizational goals with sustainability. Studies highlight that Green HRM fosters pro-environmental behavior among employees through green recruitment, training, performance management, and rewards (Ahmad, 2015; Renwick et al., 2013). It enhances environmental performance, promotes a green organizational culture, and drives green innovation (Dubey et al., 2015; Roscoe et al., 2019). Furthermore, Green HRM practices positively impact employee engagement, corporate sustainability, and long-term business success (Pham et al., 2019; Prakash & Das, 2022). Organizations adopting Green HRM can achieve competitive advantages while contributing to environmental sustainability (Daily & Huang, 2001; Masri & Jaaron, 2017).

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