

Ecological Human Resource Management System: A Proposed Model that Enhances Corporate Environmental Responsibility by Supporting Citizenship Behavior

M. Suba and Dr. S.B. Inayath Ahamad

Abstract--- A lot of articles have explained the importance of eco-friendly personal administration and its practices. With the previous view, the researcher studied the relationship between some of the organizational green elements and firms organizational corporate environmental responsibility. "The green management is a part of corporate environmental responsibility" the research was conducted to test the above statement and to find the actual link between this factors 100 samples were collected and analyzed. SPSS statistical package was used to represents the result. Correlation and regression analysis tools have been used to find the relationship between the two factors.

Keywords--- Environment Management, Green HRM, Green Management, Corporate Social Responsibility.

I. INTRODUCTION

The Indian textile industry is one of the biggest in the globe with enormous raw material and textile production base. Our monetary system is mainly dependant on the textile producing and deals in accumulation to further main business industries. According to the description of the association of Indian textile industry regarding 27% of the overseas convertibility is on a report of the transport of clothing and textiles alone. The textile and clothing industry give about 14% to the business manufacturing and 4% to the gross domestic items of the country. Approximately 8% of the whole excess income compilation is added by the textile sector. As a result of the clothing sector reports for as large as 21% of the whole engender in the financial system. Approximately 35 million populace is exactly working in the cloth making process. Not direct staffing includes the human resource occupied in a form-based raw material manufacture like cotton and connected business plus management could be just about 60 million. A clothing is the major single industry in India (and in the middle of major in the globe), Accounting for concerning 20% of the whole business production. Textile and clothing exports account for 1/3 of the entire value of exports from the country.

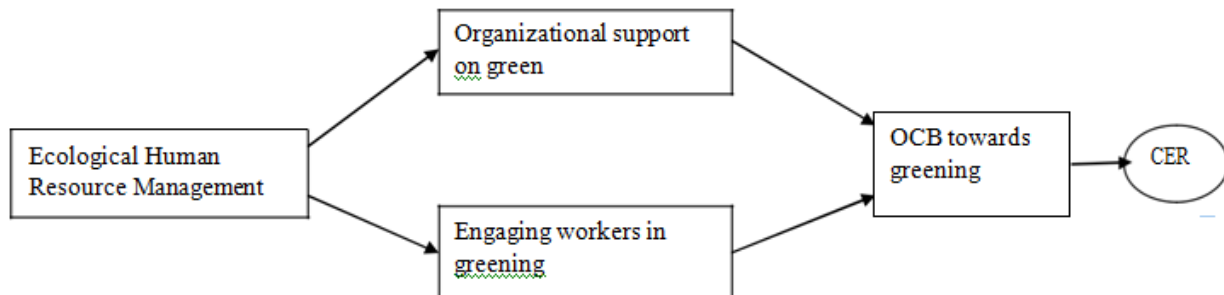
II. THE SCOPE OF THIS STUDY

1. State the origination of Ecological Human Resource Management in the specified industry.
2. Study the level of support from the organizations for implementing the Ecological Human Resource Management in the particular industry.

M. Suba, Department of Business Administration, Research Scholar, Kalasalingam University, Tamilnadu. E-mail: m.suba@klu.ac.in.
Dr.S.B. Inayath Ahamad Department of Business Administration, Assistant Professor, Kalasalingam University, Tamilnadu.
E-mail: inayathahamed@gmail.com

3. List the common ways to connect the employees with Ecological practices.
4. Study the Organization Citizenship Behavior in the direction executing Eco-friendly practices.
5. State out the significance of Corporate Environmental Responsibility and try to find an association among the Ecological Human Force Management Policies and the Scio Ecological Accountability

Proposed Model



Ecological Personal Administration

The Ecological Administration is an idea for the generation of reducing world harmful damages. It is a common topic for all the human being. Without the proper knowledge all of us doing some activities which are most relevant to the ecological concept, but the earth is in the stage to urge the process which can highly effective to safeguard its natural resource, for that reason a studied and matured people make the term that is Environment Management. The Environment Management is a concept that can only cover the people who are all mostly close to the Environmental activities, for that to spread out the environmental knowledge the organizations step in to the Environment Management the organizational process is fully based on the Human Resource so the industrial people collaborate the ecological concept with the Human Resource Management that is nothing but Ecological Personal Administration. The Eco-Friendly Staff Administration gives double benefit to the industry people there are green brand image and competitive advantage. So recent business firms are focused with loads of pressures from shareholders and stakeholders to improve ecological accountable duties (Molina-Azorín et al .2009). Green performance replicate and result signifying the level which organizations are engaged to safeguard the natural surroundings. Ecological performance might be appraise by a set of pointer such as short ecological results, green house gas deterrence, waste reduction, plus reproducing work (Lober1996), and it can be eveloped by the execution of ecological administrative method (ESM), such as ISO 14001 certification, a device necessitate high communication among personnel management (PM) and ecological management (EM) (del Brío et al.2007).

At present all the management and educates peoples to have a high level of craze on the combination of Human Resource Management and the Ecological Management. This is the fair deal to getting a better result due to the ecological concerns. A few fresh papers demonstrate the cross-fertilization among ecological management and human resource management for the attainment of ecological performance. For instance, (Jabbour2008a, b) and Jabbour et al., (2008) inspect which organizations are having the ISO 14001 certification, and account that the better outcome in term of ecological performance was observed in the business where workers were the majority set up by

the use of suitable human resource management practices at every level of the production processes. As a result of executing the function played by human resource management in green performance concern, suggestions acquire by Jabbour and his colleagues replicate the efficiency that has been made in this field ever since the middle of the 1990s. more than 15 years scholars focused on ecological management have intended for their awareness of human resource management and highlighted the significance of employees personal green capability in the workstation(e.g., Branzei et al.2004; Daily et al.2012; Ferna nde z et al .2003; Florida1996; Hart1995; Jabbour and Santos2008a;b ; Jabbour et al., in press; Jiang and Bansal 2003 ; King and Lenox 2001; Kitazawa and Sarkis2000 ; Walley and Stubbs2000).

Every new concepts and issue are come out to the knowledge populace by the work of research people. They make a good level of understanding among the people about the emission of greenhouses gases. And the recent climate changes and damages also make the people give respect nature. Most newly, a few human resource management scholars have wished for a enhanced assimilation of ecological concerns (Jackson et al .2011; Jackson and Seo2010; Renwick et al.2013; Wagner 2012).in spite of call for most research into the connection among human resource management and ecological management (Muller-Camen et al.2010; Renwick et al. 2012), present particular concern on the association among human characteristics and ecological management in Brazilian organizations published in the International Journal of Environment and Sustainable Development (2012) and on the human resource management's functions in sustainability in some accessible studies screening how organizations lessen their ecological pressure when workers take ideas in their work in positive for the surroundings (Ramus and Steger2000), to date, some problematic work have openly speak outs the degree to which strategic human resource management encourage employee who directly deals with customers, employees like that, eco-friendly activities, facilitates organizations to develop their green performance.

Organizational Support on Green

The organizations have to take or start the process what we need to achieve. The management is almost inbuilt with the human force but the main and first contribution should come from the management itself. Lots of focus and observers are going on with the concept of greening the environment and the workstation there are a few new suggestions are given below with the accordance of some researchers which makes the greening process good and well.

Ecological Construction

Every business associations and the other buildings are also built only with the constructor viewpoint. Still, we don't think about the harmful effort according to the construction of every building, but with the conscious of the ecological conditions we should design out working places. This will include trio concepts there are eco-friendly, economic and brand image of the particular concern. The business association around the word noticeably goes for Ecological constructs as their workstation administrative center as an optional to workplaces. The occurrence is fairly drifted surroundings as Ecological building satisfies convinced decisive factor for lessening the development of environmental resources that are using in their buildings.

In addition, ecological buildings encompass some improved measured which is directly connected to ecological

strategies like as power effectiveness, reproducing power and tempest water administration. Present scenario has spectator a better expansion in the acceptance of ecological constructions by the business associations at a quick speed. The business association over the globe has turned to gradually more conscious of the important part act by the eco-friendly building whist with ecological problems. Ecological construction too serves up as the foundation for economic savings for business associations as their construction and the constructors committed with a low budget. Business associations massive like this, and involved to maintainability and contain ecological constructions modeled main beliefs into their edifices. Luckily 100 business associations are taken the maintainable organizational wide maintainable strategies that have raised the needs for work break in Ecological or maintainable edifices (ShoebAhmad 2015).

The Paper-free Office

When we talk and think about the eco-friendly nature we should stick with the trees and fresh surroundings. Trees are the backbone for the globe. But the proportion of trees and forest has rapidly reduced in the past few decades. That's why the globe has mostly affected by a lot of disasters like global warming, earthquake floods. There are many causes can behind global warming but in organizational view usage of paper is one of the reasons for contaminating the environment. So lots of organization has started this paper free office. The paper-free office is a move on ecological in which the utilization of paper is eradicated or really condensed. This is ended by exchanging statements and another paper into the electronic mod, a progress known as digitized. The majority of the work in the workplace is handled with paper, however, with the foreword of information technology; the utilization of paper has been lessened. Now a day electronically based organizations and educations have modified the systems and events at the workplaces translate them into paper free workstations. Paper-free workstations where the utilization of paper is whichever limited by translating the significance of administrative statements and administrative papers into computerized workflows. The strategic significantly lessen the usage of paper, the expenses for the paper related operations are encompasses photocopying, printing, and stock-ups, and as well reserves the time utilized for seeking paper statements. Jamie Garratt started Idea Rebel, a Vancouver-based digital agency in 2008, which is an absolute workplace (Borzykowski, 2013). As per Idea insurgent, pay remains are correspondence to workers and annotations take into tablet elements and boards. The creators are permissible to bring in a pad of paper but they have to obtain to take the pad to their home at every day. Lastly, we declare that by lessening the utilization of paper, we can immediately conserve environmental resources, contaminating toxic waste, and diminish the depletion of water and force.

Preservation of Resources

Preservation of resources in the workplace has the possibility of better environmental influences. In an effect to give majority effort on ecological beings, workplace surround the globe contain put in the operation of various power protection to lessen the ecological influences. The Human Resource Administrative departments at the United Kingdom arm of Sky has commenced a organization where the employees are asked to turn off their personal computers and light after leaving, to utilize full reproduced power, and initiating solar lighting (Davies & Smith, 2007), while the human resource department of another British company is highlighting upon their travel plans

which improve car sharing and the augmented use of public transportations (Simms, 2007). In adding up, human resource methods like as E-Human Resource are observed to be capable to assist administration and workers follow their individual carbon discharges (Beechinor, 2007). Business associations too improving to enlarge the utilization of resources star rated lights and bulbs and equipment which certainly at slightest two-third lesser power than the others.

Reprocess and Disposal Management

Reproduction is the better way of reducing the wastages and it's a better plan for reducing the expenses also. In the commercial focus, we can produce two kinds of produces with the material that's always we are using for the production of our companies main product. Reprocess is the technology of computing the utilized up materials (squander) within fresh and helpful goods. Reproducing is lesser the utilization of unprocessed material that would have been otherwise exploited to make new stocks. As a result, these strategies keep the power and diminish the level of waste that is frightening into the dustbins, by this means making the nature cleanser and reduce the air pollution. As an element of their ecological proposals, most of the business associations are reproducing program to raise the level of reprocessed produces and diminish the cost of waste. (Shoeb Ahmad 2015).

The reproduction is the process can give easy way to minimize the companies usual profit with the usual amount of raw material, most of the companies start the process with the plan of supplementary products with the less amount of investment this can help to raise the companies returns and also reduce the wastages and it also simplifies the waste disposal work. Still, as the business associations cuddle the idea of reserving cost, focalizing concurrently on the ecological and the integrality, most Human Resourcing experts were ascribed the mission of making the organizations reprocessing program and watching the workplace thermostats. In the progression, a lot of human resources specialized determined that green proposals were an essential feature of general corporate environmental responsibility. At present, the entire globe is itemizing the old hymn of Reduce, recycled, and the reuse to preserve nature. (Shoeb Ahmad 2015).

Engagement of Employees with Greening Practices

The green human resource management is the nothing but it's a use of human resource practices and policies to promote the sustainable use of resources within the business. There are two major elements highly involves in green human resource management first thing the eco-friendly use of resources and the second thing preservation of knowledge capital. The engagement of employees with the firm's objectives is the major element in every day-to-day activity of the organization. And the preservation of knowledge capital is also connected with the employee's relationship. Workers connections are that appearance of Human Resource Management which is ascertaining with workers-management affiliation. These links make possible inspiration and confidence of the workers in addition to, enhance the efficiency. It also assists to avoid and perseverance issues rising at the workstation that may perhaps have an effect on effort. In reality, the optimistic worker's dealings are insubstantial and lasting resources and a source of spirited benefits for any business associations. Workers involvement in ecological proposals raises the opportunities of good ecological administration as it lines up the workers' aims, abilities, enthusiasms, and awareness with ecological management strategies and methods.

Engaging workers in Ecological Management has to subsist stated as developing Ecological Management methods more specifically well-organized resource utilization (Florida & Davison, 2001); plummeting wastages (May & Flannery, 1995); and shortening contamination from the working area (Kitazawa & Sarkis, 2000). More than a few workers in their learn completed that personnel authorization certainly pressures the efficiency and the concert, and helps self-patience, personal ideas, and enigma resolving abilities (Renwick, 2008; Wee & Quazi, 2005). A significant way in which workers engaged and contribution can be promoted within the business association is to look for business persons within the company who are communally and environmentally directed known as eco-friendly producer (Mandip, 2012, p.246).

Ecological ideas could be greeting from all the workers irrespective of their position which will motivate their attention in ecological problems and create a better utilization of petitioning their abilities. The Human Resource worker wants to coerce the administration to create a concerned work atmosphere where the workers are uncontrolled to give their thinking on ecological problems seeing as the employees are directly accountable for executing principled commercial attitudes in every day of work of the business association. This approach the attainment of ecological returns will highly be based on the workers' readiness to concur (Collier & Esteban, 2007), as frequently, the good thinking arrive from the work in that specific field (Casler, Gundlach, Persons, & Zivnuska, 2010).

The focus of the worker's network should be widened by beginning a recommendation scheme compasses the business association, in which each and every worker as of high most to the lowly stage obtain a chance to bestow the principles. These strategies will assist in making better consciousness on ecological problems too, at present thoughts of ecological strategies may yield up from diverse ways. IBM UK has an active team program. This provides concede to motivating workers and their relations to get committed in local eco-friendly schemes (Wehrmeyer, 1996, p. 31).

Another company's strategy that assistance workers eco-friendly inventiveness and superintendent who support workers ecological activities have been distinguishing in the organizational strategies in the United States and the Europe, where at GE Plastics in the Netherlands, Lucent Technologies in Pennsylvania, and Nestle Oy in Finland, helpful actions from superior in the direction of workers in Ecological Administration are seeing to motivate workers to give positive answers to the ecological issues (Ramus, 2001, p. 86–87).

Next reimbursements of workers commitment are development in workers and administrative health and safety, such as improvement of ecological workers. We suggest that observance the strategies in place, lasting-term belief surrounded by the administration and the workers will be constructed which will give an opportunity to the workers to speak out their personal thinking of the workstation and assist to make weather contributing to ecological management strategies and methods.

Accordance with Lado and Wilson (1994) Human Resource Management Structure as a collection of distinct but consistent attitudes, operations, and that focus to appeal to, improve and preserve a company's Human Forces. The business associations normally categorize Human Resource strategies into a structure that are persistent with their civilization and organizational policies (Boselie et al., 2001).

We may say that ecological endowments encompass in Human Resource Management policies are an element of Communal Environmental Responsibility in the long haul. At present, the business associations are applying and incorporating ecological beginnings in their schedule with the assist of their human forces. The executives create convinced that their Human Resource is using eco-friendly human Resource strategies in the apropos mod. Seeing that supplement to the declaration, more analytical peoples have recommended that it is significant to improve a better pact of scientific and administrative ability among every worker of the business association in sort to apply an efficient communal eco-friendly administrative methods in organizations (Daily, Bishop, & Govindarajulu, 2009; Unnikrishnan & Hegde, 2007).

Business associations are athwart the globe are embrace and functioning in the direction of Ecological Human Resource Management strategies to increase spirited recompense amid the commercial word. Entire implementation and incorporation of Ecological Human Resource Management in organizations are not possible other than demands a distorted move towards the obtainable human resource strategies on the element of together the administration such as workers concurrently. The main part for human resource ecological decision makers could be to instruction to the directors in terms of obtaining a full workforce in the direction of applying ecological strategies which measure human resource demands to care of assistance and make links of issues-resolvers enthusiastic to play as alter the present status amends (Sathyapriya, Kanimozhi, & Adhilakshmi, 2014, p. 32). There are several problems connected to Ecological Human Resource Management that is to be in using into responsible by human resource department previous to applying eco-friendly proposal and, all of them can be not restricted contained y the particular statement.

Organizational Citizenship Behavior on Greening

Citizenship behavior is a significant tool to get a better outcome. The management can order their employees to do their work but the managerial citizenship behavior only can help to attain the goal in a proper and better way within a short time. Ecological attitudes in management are habitually founded on personal arbitrary proposals in use autonomously of proper administrative methods. Ideas in this field encompass recommendations for developing ecological effectiveness, paper reproduction, water and power reserves, and motor pooling. In supplement, the achievement of ecological programmer and behavior assumes the holdup and intentional commitment of workers. Intentional holdup can obtain an assortment of appearances, encompass contribution in ecological engagements and workers involvement to greenhouse gases avoidance procedures (Hanna, Newman and Johnson 2000; Jiang and Bansal 2003; Boiral 2007; Perez et al. 2009).

Most of the research is down with the concept of organizational citizenship behavior and customer satisfaction. Very few are available with the correlation of Green Human Resource Management and managerial citizenship behavior to bridge this review gap, this analysis discovers the consequence of professed ecological human resource management on workers non-green workplace results, as well as task performance, OCB towards the organization, and purpose to renounce. Non-green task performance may be defined as not relevant to green attitude- connected that contributes to developing business efficiencies and effectiveness. This study mainly concentrates on organization citizenship behavior may also be determined by dynamic related to co-worker such as co-workers'

organization's citizenship. Behavior, which is further the scope of this study. Workers purpose to quite has a major negative consequence on attaining organizational goals, therefore, it is vital to comprehend what drives a purpose to quit (Allen, Shore, & Griffeth, 2003; Maertz, Griffeth, Campbell, & Allen, 2007). Extending social identity theory (Tajfel & Turner, 1979), this study expands the arbitrating outcomes of organizational recognition (a motivational process) on the association among professed ecological human resource management and employee nonworkplace results. This examination gives a basis for complementing the underlying techniques of supposed human resource management practices in their functions of generating planned and unplanned workers workplace outcomes.

Corporate Environmental Responsibility

The term Corporate Environment Relationship is derivatives from the Corporate Social Responsibility. The organization has the responsibility to reduce the environmental harmfulness it's a part of CER. The organization which is following green practices they should watch their employee green activities, which in turn, the employee can take this kind of behavior in their private life also. So this work can quick reflect in the society. The Economic Times (2012), news accentuated the observation of former president Dr. APJ Abdul Kalam in Corporate Environmental Responsibility grand gathering arranged by Industry Body Assoc ham. Kalam said that business associations should dedicate some part of its aim to commercial armed forces. It could create obligatory for all the business to provide a part of its returns on Corporate Environmental Responsibility. Kalam takes about the anticipated bill on Corporate Ecological Responsibility. They counterfeit superior significance of CER in constructing the lives of the nation's citizens.

Windsor (2001), inspect the prospects of Corporate Environmental Responsibility (CER) or the link among the corporate and the community is extensive. The research populace strives to discover that whichever the business association and the civilization will come nearer to every supplementary in prospects or not and what will be the altering stage of Corporate Environmental Responsibility (CER). With the assist of a time gone by or precedent tendency of Corporate Environment Responsibility, Carroll's method examines and in world circumstances, the researcher obligates trio nascent substitutes of Corporate Environmental Responsibility.

The perception of corporate social responsibility was acquired from organizational ethics; the concentration was at the commencement; by keep away from all category of inequity, pressuring on employees privileges in integrity, sprite, good working condition, (Tengblad & Ohlsson, 2009), and comprehensive outside to contribute in assessment conception and society welfare, donations ecological maintenance (Sotorrio & Sanchez, 2008). According to Campbell (2007), corporate social responsibility was illustrious all the way through; the first: business through their conclusion must not source any damage to any part of its interior and exterior shareholders, even as the second was that any unconstructive effect and damage caused by the business firm had to be thoroughly fixed.

Over the past ten years, the effects of business activities on the environment have been closely examining by various shareholders groups (Waddock, Bodwell, & Graves, 2002). Seeing these consequences, business firms are under developing force to execute ecological proposals, which are imperative features of corporate social responsibility (CSR; Jabbour & Santos, 2008). As a result, successful commitment to ecological aspects has grown to be a managerial compulsion, in addition, a vital source of managerial competitive advantage (Porter & Kramer,

2011). Efficiently organizing an organization's human resource (HR) plays an imperative role in the victorious execution of business strategies all the way through improving workers workplace approach and behaviors (Guest, 2011; Huselid, Jackson, & Schuler, 1997; Kehoe & Wright, 2013). It has been recommended in the literature that business firms should take on effectual ecological human resource management (EHRM) to encourage and extract workers green attitude with the goal of attaining corporate green goals (Jackson & Seo, 2010; Renwick, Redman, & Maguire, 2013).

Hypotheses

Based on the Reviews and the Framework the Hypotheses is Formulated as

H1: There is a significant relationship between Green Human Resource practices and Corporate Environmental Responsibility.

III. RESEARCH METHODOLOGY

The respondents are chosen from the textile industries of Coimbatore district. In this article, the researcher has used distributive analysis, correlation, and regression. Analysis has made with the use of Linkert scale in a structured questionnaire. The questionnaire was made with the consideration of the above mode

Demographic Profile

Attributes	Category	% of respondents
Gender	Male	72
	Female	28
Age	20-25	18
	25-30	24
	30-35	42
	35-40	16
Qualification	Under graduates	46
	Post graduates	54

The above table shows that the majority of respondents were male (72%) of the total sample and the remaining were female (28%). The employee belongs to the age of 30 to 35, 42% to the age of 25 to 30, 24% to the age of 20 to 25, 18% and the remaining are from the age of 35-40 it represents like 16%. 53% of employees are five years experienced and 32% of employees are six to ten years experienced and 8% of employees were experienced eleven to fifteen years and the remaining are belongs to more than fifteen years of experience category.

Association of a Significant Element of Green and Corporate Environmental Responsibility

Correlation					
		Perceived organizational support on green	Engaging workers in greening	OCB towards greening	Corporate Environmental responsibility
Perceived organizational support on green	Pearson correlation	1	.351*	.101	.318**
	Sig.(2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
Engaging workers in greening	Pearson correlation	.351*	1	.219**	.623**
	Sig.(2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
OCB towards greening	Pearson correlation	.101	.219**	1	.506**
	Sig.(2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
Corporate Environmental responsibility	Pearson correlation	.318**	.623**	.506**	1
	Sig.(2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

*.correlation is significant at the level of 0.05(2-tailed)

**correlation is significant at the level of 0.01(2-tailed)

Correlation analysis shows that there is a significant positive association between independent and dependent variables perceived organizational support on green ($r=.318$, $p<0.01$), engaging workers in greening ($r=.623$, $p<0.001$) and the OCB on green($r=.506$, $p<0.01$).

IV. THE TEST RESULT OF REGRESSION ANALYSIS

Regression Analysis

To find out the impression of Green Human Resource elements on the firm's Corporate Environmental Responsibility, regression analysis was used. In this analysis, the dependent variables were perceived organizational support, workers commitment in green, OCB towards Greening.

Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.780	.518	.549

a. predictors: (Constant), perceived organizational support, engaging workers in Greening, OCB towards green

From the result of regression analysis, the R square value is .518 and the adjusted R- square value is .549 The R-square value of 0.518 indicating that the given independent variables explain about 51.8% of the variance in Corporate Environmental Responsibility.

ANOVA (Green Elements and Corporate Environmental Responsibility)

Model		SS	df	MS	F	Sig.
1	Regression	17.2147	14.865	54.813	0.000 ^a	
	Residual	44.599	92.179			
	Total	61.813	99			

a. dependent variable: Corporate Environment Responsibility

b. predictors: (constant) perceived organizational support on the green, engaging workers in Green, OCB towards green

The ANOVA implies that the F- Statistics is 54.813 and the corresponding p-value is significant (0.05). This result indicates that there is a linear relationship between the independent variable and dependent variable. Therefore, the null hypothesis is accepted. There is a significant relationship between the firms Green Elements and the Corporate Environmental Responsibility.

V. CONCLUSION

The green human resource management is a combination of human resource management and ecological commitment. The organization has to make plan for every new commitment. And they has to give proper assistant and their workers to follow new rules and regulations, on this basis this article has used four variables which is most relevant to the ecological studies, the result shows the ecological human resource management, organizational support on green, engaging workers in green, organizational citizenship in greening and corporate ecological responsibility are connected to each other variables. The future direction of the study will be focused with the immediate superior support for the development of the organizational green practices.

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