

A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT WITH SPECIAL REFERENCE TO IT SECTOR IN CHENNAI CITY

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Abstract

The Green Human Resources Management is based on green movement related to the Protection of Environment and save the planet Earth from future disasters. Green HR involves two essential elements of environment-friendly HR practices and preservation of Knowledge capital. There is a great deal of increase in the adoption of environment protection by the corporate sector. The research design followed for the study is descriptive research because the research reflected the employees/workers perception about eco-friendliness. The primary data were collected using the questionnaire. The researcher did a census survey by meeting the employees from different support functions in IT Sector obtained the information directly. So based on the collected information, the data is analyzed using the statistical tools such as Percentage analysis, weighted average, Correlation coefficient, and Chi-square. This study concludes with successful management, highly satisfied and better performing employees/ workers and positive outcome on practicing Green HRM.

Keywords: IT Sector, Green HRM, Knowledge Capital

I. Introduction

The present scenario of organizational working and its impact on the environment has carry-Forwarded the go green concept form just individual to organizations. More organizations are operating in a more environmentally friendly way. An organization's Human resource department can be involved in facilitating an inclusive approach for creating a culture of sustainability. Green HRM and Sustainability are two different things which nowadays are linked with each other, and this paper deals with the meaning of Green HRM, Sustainability and their link and importance in today's scenario. Organizations are progressively more concerned with sustainability and Green HRM. The HR function is distinctively positioned to assist both Developing and implementing Green strategies

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Green HRM

Human resource department of a company is said to have the capability to play a significant role in the creation of their company's sustainability culture. Many researchers, especially in the area of HRM, argued that the effectiveness in any management innovation and strategic tools depend on the quality and ability of their human resources. Green HRM refers to using every employee to endorse sustainable practices and increase employee awareness and commitments on the issues of sustainability.

Sustainability

Sustainability is defined as an opportunity for businesses to provide long-lasting solutions that will help enhance the socio-economic landscape while continuing to create jobs and economic wealth well into the future. Green business practices were defined as those that environmental stewardship and social responsibility. The term Sustainability, Sustainability development, corporate sustainability, and corporate social Responsibility are frequently interchangeable. The term Sustainability can be defined "as the development that meets the present without compromising the ability of future generations to meet their own needs." It defined three components for sustainability development being environmental protection, economic growth, and social equity. Sustainable development is indeed mostly identified by referring to this creation of a balance between Profit, Planet, and People. A Sustainable organization can be defined as an enterprise that simultaneously contributes economic, social, and environmental benefits- known as the "Triple bottom line." Sustainability is seen by many as increasingly essential to creating shareholder value, as investors and employees look to organizations to be good corporate citizens.

HR and Sustainability

Organizations are increasingly concerned with sustainability and corporate social responsibility. The HR function is uniquely positioned to assist in both developing and implementing a sustainability strategy. The HR function can serve as a partner in determining what is needed or what is possible in formulating corporate values and sustainability strategy. The Human resource department of a company can play a significant role in the creation of their company's sustainability culture. The purpose of HR in creating a sustainable business is two-pronged. As a part of business strategy, HR will have to embrace a more sustainable approach to managing its people. HR will have to learn to control the whole gamut of issues ranging from employee wellness, health, and safety workplace diversity. The HR staffs are likely to be the only department that is resourcefully trained to change the attitudes and behaviors of the executives, managers, and employees by modifying their many Human Resource systems. In many organizations, the HR department is the "Custodian of the culture." Configuring HR Practices to the principles of sustainability need not necessarily mean changing the HR function. It implies that HR People will have to view all HR decisions through the prism of shareholders viewpoint.

Review of the study

According to Dr. Candice Harris and Dr. Helen Tregidga (2008), many organizations have quickly to Jump onboard the Sustainability bandwagon, little appears to have been done to consider the role of, and effect on, the HR function and managers. How are HR managers defining and enacting Corporate Sustainability? All participants felt that HR function has a role in fostering environmental practices within an organization due to their role as stewards of value, and as skilled communicators in the organization. Findings indicated the HR

managers espouse private moral positions around concern for the environment; however environmental action in their personal lives appears limited.

On another hand John Sullivan (2009), in his paper has stated that environmental issues are on most everyone's mind so if your firm has a competitive advantage in this area will create an employment brand. Green recruiting is a chance to differentiate you in a recruiting marketplace where standing out from the crowd is already extremely difficult. Moreover, Geny is focusing on Green Recruitment.

Need For the Study

The present scenario of organizational working and its impact on the environment has carry – forwarded the Go- Green concept form just individual to organizations. More organizations are operating in a more environmentally friendly way. This study was done to identify the areas where they practice green HRM in the entire organization. This research emphasizes the importance of coordination between management and employees in Green activities. The study is conducted to identify the importance of environmental protection in the organization. This study helps to create awareness among the employee/workers about healthy work environment due to practicing Green HRM.

Objectives of the Study

1. To study about Green Human Resource Management implemented in IT sector in Chennai
2. To find out employees awareness and commitment in IT sector in Chennai
3. To examine employee/workers re-action for taking responsibility in Green activities.

Hypothesis of the study

1. Association between demographic factor and employees awareness and commitment
2. Association between demographic factor and employees in Green activities

Scope of the Study

The Green HRM helps in creating awareness among the employees about protecting the environment and assists in raising the level of concern about the same. This study will be useful to gain knowledge about employee perception towards preserving the environment when they are engaged in work. This study will be a platform for the employees to know about their roles and responsibility in green activity. This study will help to know about the establishment and development of green teams; and organizational flexibility for Green activities.

Limitations of the Study

The survey has been conducted to the entire population of the organization. Hence there is a time constraint to get an answer from the respondent. The result may be obtained based on the views shared by the employees. Biased responses for fear of the management some of the respondents are guided to answer the

questionnaire as they found difficulties in responding as the employees/ worker were in there work, so they couldn't be able to co-operate much for the study.

II. RESULTS AND DISCUSSIONS

The results of the study lights on Green Human Resource Management with special to IT Sector in Chennai City which enlighten on Human Resource Management, organizational flexibility for Green activities towards IT sector.

Table – 1
Demographic Profile of the Respondents

	Profile	Frequency	Percentage
Gender	Male	90	60.0
	Female	60	40.0
Occupation	Professional	56	37.33
	Business	30	20.0
	Employed	42	28.0
	Others	22	14.66
Age	Below 25 years	40	26.67
	26 - 35 years	66	44.0
	36 – 45 years	35	23.33
	Above 45 years	9	6.0
Education	Graduation	27	18.0
	Post-Graduation	65	43.33
	Professional	50	33.33
	Others	8	5.33
Annual Income	Below Rs.1,00,000	28	18.67
	Rs.1,00,000 – 2,00,000	35	23.33

	Rs.2,00,000 – 3,00,000	50	33.33
	Rs.3,00,000 – 4,00,000	23	15.33
	Above Rs.4,00,000	15	10.0
Family	Nuclear family	100	66.67
	Joint family	50	33.33
Total		150	100.0

The demographic characteristics of the respondents are summarized in table 1. Out of 150 respondents 60 % of the respondents were male and the remaining 40 were female. 44% of policyholders fall under the age group of 26-35 years and 43.33% have done their post – Graduation which is followed by Professional 33.33%. 66.67% of them belong to nuclear family. 37.33% of the respondents were professional, 28.0% of the respondents were employed. 18.67% of the respondents fall under the income group of below Rs.1,00,000, 23.33% of respondents fall under the income group of Rs.1,00,000 to 2,00,000, 33.33% of respondents fall under the income group of Rs.2,00,000 to 3,00,000, 15.33% of respondents fall under the income group of above Rs.3,00,000 – 4,00,000, where remaining 10% of respondents fall under the income group of above Rs.4,00,000.

Table -2

Employee/ Workers re-action for taking responsibility in Green activities

Particulars		Frequency	Percentage
Protecting Environment	Strongly Agree	30	20.0
	Agree	65	43.33
	Neither Agree nor Disagree	40	26.66
	Disagree	15	10.0
Inspiration towards protecting environment	Family	30	20.0
	Friends and relatives	95	63.33
	Organization	25	16.66
Creating and	Top management	17	11.33

implementing in environmental programs for employees	Employee committee	34	22.67
	Outside consultant	45	30.0
	All the above	54	36.0
Perception towards the employee for recognition of their work	Excellent	37	24.67
	Good	32	21.33
	Better	47	31.33
	Not bad	20	13.33

In this study, out of 150 IT sectors employees and workers 43.33% of the Protecting Environment was aware through their friends and relatives which were followed by 26.66% from their inspiration towards protecting the environment. 63.33% of the friends and relatives felt that reasonable. 36% of respondent prefer to creating and implementing environmental programs for employees due to constraining in their All the above. 31.33% of the better feels secured to Perception towards the employee for recognition of their work plan which is followed by better. From this, it has been inferred that majority of the respondent says it felt excellent for their work recognition.

Table - 3

CROSS TABULATION - EMPLOYEES AWARENESS AND COMMITMENT TOWARDS IT BASED ON THEIR GENDER

Level of Satisfaction	Gender		Total
	Male	Female	
High level of satisfaction	48.4	30.6	79.0
Low level of satisfaction	41.6	29.4	71.0
Total	90.0	60.0	150.0

The above table reveals that 48.4 % of the male and 30.6 % of the female have a high level of satisfaction, 41.6% male and 29.4% female have low level of employees awareness and commitment towards IT sector

H₀ (Null hypothesis) =the satisfaction of respondents does not significantly vary according to their gender.

H₁(Alternate hypothesis) = the satisfaction of respondents does significantly vary according to their gender.

TABLE -4
CHI-SQUARE - EMPLOYEES AWARENESS AND COMMITMENT TOWARDS IT BASED
ON THEIR GENDER

Chi – square	Value	Sign
Pearson Chi-Square	0.609	.346

The Pearson Chi-Square calculated value is 0.609, and it is significant at the level of significance .346 at the degrees of freedom 1. In the above-obtained result, since the significance value is more than 0.05 the null hypothesis is accepted, and alternate hypothesis is rejected, and it is concluded that the satisfaction of respondents on does not significantly vary according to their gender.

TABLE 5- CROSS TABULATION - INTEREST INVOLVED IN ENVIRONMENTAL
ACTIVITIES TOWARDS IT SECTOR

Interest involved in environmental activities	High level of satisfaction	Low level of satisfaction	Total
Like very much	15	19	34
Like somewhat	14	19	33
Neutral	20	18	38
Dislike somewhat	10	15	25
Dislike very much	10	10	20
Total	69	81	150

The above table exposes that 20 employees and works have the high level of satisfaction towards their protection plans which is followed by 15% of respondents prefer environmental dislike somewhat and 19% of the respondent has the low level of satisfaction towards their desire environmental activities.

H₀ (Null hypothesis) =there is no significance difference between interest involved and their desire towards environmental activities.

H₁(Alternate hypothesis) = _there is no significance difference between interest involved and their desire towards environmental activities.

TABLE -6
CHI-SQUARE - INTEREST INVOLVED IN ENVIRONMENTAL ACTIVITIES
TOWARDS IT SECTOR

Chi – square	Value	Sign
Pearson Chi-Square	1.041	.308

a.0 cells (.0%) have expected count less than 5. The minimum expected count is 24.33.

The Pearson Chi- Square calculated value is 1.041 and it is significant at the level of significance .308 at the degrees of freedom 1. In the above obtained result, since the significance value is more than 0.05 the null hypothesis is accepted and alternate hypothesis is rejected and it is concluded that the satisfaction of respondents were not significance between interest involved and their desire towards environmental activities.

ANOVA

The ANOVA is a statistical tool for separating the total variability found with the data. It used to determine the impact on independent variables have on the dependent variable in a regression analysis. ANOVA test is used to identify the factors that influencing the given data set.

TABLE 7 - ONE WAY ANALYSIS ON EMPLOYEES AWARENESS AND COMMITMENT
TOWARDS THEIR GENDER

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.832	3	4.277	4.813	.003
Within Groups	174.188	196	.889		
Total	187.020	199			

INFERENCE

H₀ (Null hypothesis) = There is no significant mean variation between employees awareness and commitment with their gender.

H₁ (Alternate hypothesis) = There is significant mean variation between employees awareness and commitment with their gender.

The above table shows that the effectiveness of employee's awareness and commitment with their gender based on satisfaction of the employee's. The F value is 4.813 and it is significant at the level of significance .003 at the degrees of freedom 3. In F test if the significant value is above 0.05 then Accept null hypothesis and reject the alternate hypothesis. And this study shows there is no significant mean variation between employees' with their gender

Major Finding and Recommendation

The Planting trees are the primary initiatives for protecting the environment. Management has concentrated mostly on such efforts in Green HRM. But the administration needs to focus on other than planting trees like greenwashing, Recycling wastage, and also try to reduce the production of Non- toxic products and No smoking. Due to concentrating on these things the organization can have a growth in their output, Raise in quality of the product and also able to create pollution less environment for society. The management has to take some measure for implementing a different and new type of practices for the workers/ employees. So that it will make them create more exciting and involvement in protecting the environment. The organization needs to practice hard and continuously in Green HRM which will secure to achieve another positive outcome like increasing their greater efficiency in production, help to reduce cost since wastage is being recycled and reduced. Employee is very interested to work and they stay for the same job. It will help to attract the new employees for the organization to join there. By proceeding the Green HRM continuously in the organization which creates a good image and reputation for the organization. This will help to increase the sales and turnover for the management. Management can conduct more effective programs. So that the unaware employees can be improved and also make them participate in Green HR circle activities.

III. Conclusion

This research has been done on the green activities that have been practiced in IT sector. In this study, the organization has a strong and confident image on drilling environmental protection operations from top management to first level management. The administration has provided sufficient knowledge on aware of practicing the green activities in work through adequate training. The organization had taken initiatives in corporate social responsibilities and also contributed to the social welfare by exercising such exercises in the organization results in the positive outcome of reducing carbon. Since the organization has an IT sector but also they have some implication for improving their performance for the better result in the organization.

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