

**Impact of Green Human Resource Management (GHRM)  
on the Productivity of IT Companies**

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## Abstract

Managing human resources in the workplace is essential to the success of any business, and Green Human Resource Management provides significant improvements over traditional methods. It directly contradicts the desired results for the company. While some studies examined a wide range of industries, others concentrated on the manufacturing sector, such as the "automobile industry," as a case study for the impact of HRM practices on organizational performance. However, by focusing on a specific sector, like hospitals, the advantages may spread throughout the entire sector. This research, which examined Information Technology (IT) companies in the Coimbatore area, found that implementing GHRM practices improved their ability to provide care to patients.

**Keywords:** Green Human Resource Management, Health Service Organizations, Organizational Performance

## Introduction and Problem

In recent years, businesses have been devoting a considerable amount of their time and energy to maximizing the use of their talented workforce members by linking human resource management more closely to overall business strategy. People are without a doubt the most essential resource for any successful organization, despite the fact that the degree to which an organization relies on mechanization or technology can have an effect on that organization's level of success. Nevertheless, the capabilities of a business's exceptional workers are absolutely necessary for the company to achieve success. Therefore, practitioners cannot relegate HRM to the periphery of their concerns. In order for businesses to improve their performance, they need to place a strong emphasis on HRM practices that improve the skills and structures of their employees, as well as their dedication, work practices, and technology systems. In recent years, scholars and researchers have been required to devote a greater amount of time and attention to HRM than ever before. In addition, a significant amount of time must be spent investigating how to select, develop, and use human resources to improve organizational performance and success.

As a result of increased awareness of the environment on a global scale, businesses are required to establish official green initiatives. (Daily and Huang, 2001). Historically, the vast majority of businesses across the globe did not care about the environment; rather, they observed the environmentally responsible management practices that were mandated by laws and regulations. But in the past few years, businesses all over the globe have been focusing on a variety of environmentally friendly initiatives and how they affect the environment. (Govindarajulu and Daily 2004 Daily et al., 2009). They shift their approach from administration to prevention in order to address the issue. The practice of utilizing and implementing goods, procedures, and systems that contribute to the protection of the natural world is referred to as "going green." For instance, such processes might involve the creation of new power resources to satisfy the requirements of society, as well as the development of new innovative strategies and methods that will assist in the mitigation of the damage caused to the environment by human activity. According to Lee (2009), green initiatives are "the workout in which a corporation develops an environmental action to manage the environment." As a consequence of this, proactive green practices are necessary. (Gonzalez-Benito and Gonzalez-Benito, 2006 Jabbar et al., 2010).

There is a correlation between proactive environmental practises and increased operational productivity and profitability. (Darnall et al., 2008). Green practises can improve firm performance (Jackson et al., 2012), improve organizational culture (Jabbar et al., 2012), save expenses, increase efficiency, and increase benevolence (Wagner, 2007a Molina-Azorin, et al., 2009). These benefits can be attributed to green practises. Green human resource revolution will expand rapidly, in contrast to some of the other significant revolutions, such as green products (Peattie, 1992), green retailing (Kee-hung, Cheng, & Tang, 2010), and green banking (Bebbington, 2001). People, an organization's most valuable and important resource, are the focus of human resource management (HRM). According to Daily and Huang, businesses can only successfully implement environmentally friendly practices if they have the

right people on staff who also possess the necessary skills. (2001). Several other academics emphasized the necessity of implementing environmentally friendly procedures as an essential part of the functioning of an organization, placing an emphasis on the significance of having a robust human resource base. (Daily and Hung, 2001; Sarkis et al., 2010; Jackson et al., 2011). However, the active involvement and participation of workers in both their private lives and the day-to-day operations of our company can make this a reality. (Ramus, 2001, 2002; Junquera and Ordiz, 2003; Brio, Fernandez and Junquera, 2007; Renwick, 2008). According to Rashid, Wahid, and Saad (2006), employee participation in environmentally friendly practices has influenced employee attitudes and behaviours both in the workplace and in the employees' personal lives. This effect can be seen when employees take part in green practices. In addition, in order for businesses to address the advancement and cultivation of new environmental entrepreneurship, energy-efficient workplaces, green pay and reward systems (which include monetary and non-biased reward systems to motivate employees to adopt environmental practices), and training and development programmes (Renwick, 2008) that are designed to improve employee attitude and behaviour towards green initiatives will need to be implemented. These measures will be taken by companies. The purpose of this research is to investigate the factors that explain the effects of green human resource management on job satisfaction (JST) and organizational commitment (OCM), as well as the correlations between green HRM and those two factors. As a consequence of this, the research may end up producing useful insights that can be applied in the process of creating a sustainable business environment.

### **The objective of the study**

1. To investigate the influence of green HRM on the productivity of IT Companies

### **Literature samples**

According to Jose Moleiro Martins and colleagues (2021), green recruiting has a beneficial and significant effect on the environmental, economic, and social performance of an organisation. According to Sharma and Khatri (2021), GHRM practises are even more valuable assets in the process of making organisations and the duties they perform more environmentally friendly. During the course of their careers, workers acquire a significant amount of knowledge, which, in turn, causes a shift in the way they act in relation to the surrounding environment. According to Alghamdi (2021), green human resource management practises have a positive effect on the general behaviour and performance of employees. Green intangible resources (GIC), green human resource management (GHRM), and green process innovation are three factors that affect an organisation's environmental performance, as stated by Rehman et al. (2021). (GI). According to Arora, green human resources have had a significant effect on businesses. (2020). According to Alharbi, green human resource practises (GHRMPs), which are entangled and fragmented in a resource-based perspective discipline, have a significant influence on the organisation's ability to remain viable in the long run. (2020). According to Santhi and Shankar, green employee involvement has substantially changed the path to increasing staff productivity. (2021).

### **Research Methodology**

Primary and secondary data are used in this investigation. In this study, primary data was acquired from chosen IT firms in the Coimbatore city using the mailed questionnaire technique. Because the organizations are picked based on those that implemented green human resource management, a total of 30 IT firms from the district are being selected and questionnaires are being distributed using purposive sampling. The study's secondary data was gathered from books, websites, a few publications, as well as company reports and news articles.

**Results and Discussion**

**Table 1: Demographic Profile**

<b>Variables</b>	<b>Classification</b>	<b>Frequency</b>
Gender	Male	18
	Female	12
Age (In years)	Less than 30	04
	Between 30 & 40	12
	Between 40 & 50	11
	More than 50	03
Area of Residence	Rural	11
	Urban	19
Marital status	Married	26
	Unmarried	04
Education	Under Graduation	03
	Post-Graduation	22
	Professional level	05
Annual Income (INR Lakhs)	Less than 5	14
	Between 5 and 8	12
	Between 8 and 10	04
	Above 10	00
Experience (in years)	Less than 5	11
	Between 5 and 8	16
	Between 8 and 10	02
	Above 10	01

*Source: Primary Data*

The above table denotes the demographic profile of the respondents who are the Human Resource Officers (HROs) of IT firms that incorporated GHRM in Coimbatore. It is clear from the table that;

- Most of the respondents are male comprising at the count of 18, followed by female respondents of 12.
- A total of 12 respondents are aged between 30 & 40, followed by 11 respondents at the age group between 40 & 50, 04 respondents at the age group of less than 30 and finally 03 respondents are in age group above 50.
- Majority of the respondents have their residence in urban region comprising of 19 in numbers and rural region comprises of 11 respondents.
- 22 respondents are post graduates, followed by 05 respondents are professionals and 03 respondents are under graduates.

- 16 respondents have their annual income of between 5 and 8 lakhs, followed by 06 respondents have less than 5 lakhs, 04 respondents have their annual income between 8 and 10 lakhs and 02 respondents have their annual income of more than 10 lakhs per annum.
- 16 respondents have experience of between 5 and 8 years, followed by 11 respondents have less than 5 years of experience, 03 respondents have between 8 and 10 years of experience and 01 respondent have more than 10 years of experience.

**Table 2: Regression analysis of Impact of GHRM on Health Service Organizations' Performance**

**H<sub>01</sub>:** There is no significant impact of GHRM on Health Service Organizations' Performance

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.871 <sup>a</sup>	.051	.043	.877	1.016
a. Predictors: (Constant), GHRM					
b. Dependent Variable: Performance					

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.321	1	3.652	14.882	.004 <sup>b</sup>
	Residual	251.330	29	.214		
	Total	255.651	30			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Psychosocial status						

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.665	-.512	.442	-6.217	.002
	GHRM	7.821	-.634	.349	4.529	.003
a. Dependent Variable: Satisfaction						

Source: Primary Data

The regression analysis for ascertaining the impact of GHRM on IT firms' Performance is evident in the above tables. The regression co-efficient R<sup>2</sup> is found to be 0.051 indicating 51 percent of the variance in performance is predicted by GHRM in IT firms. The ANOVA result confirms that the model is fit and significant (F=14.882), p<0.004). The p value is significant at 1 percent level revealing that there is positive relationship between the GHRM and performance and thus rejecting the null hypothesis. The absence of multi-collinearity is evident through the value of Durbin Watson statistics at 1.016. Therefore, it can be concluded that there is a significant impact of GHRM on IT firms' productivity.

### Conclusion

Human resources and the operations that are directly affiliated with them form the basis of any organization's business, regardless of whether or not it is profitable or designed for the long term. They are accountable for formulating and carrying out policies that are environmentally favourable in order to bring about a more verdant environment. It is commonly believed that achieving a greener lifestyle will be challenging, despite efforts to preserve human resources and develop environmentally responsible policies. Even though

there is a lot of recent literature on the subject of Green HRM, there is still a lot of confusion about how businesses all over the world can successfully adopt green HR management techniques to establish a completely green corporate culture. This is the case despite the fact that there is a lot of contemporary literature on the subject topic of Green HRM. GHRM practices were found to have a positive effect on the organizational performance of healthcare organizations, which was the purpose of this study. The study was conducted with the intention of examining the influence that GHRM has on the performance of healthcare organizations.

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