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# A Study on Green HR Practices

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**ABSTRACT:** Green Human Resource Management (Green HRM) is an emerging approach that integrates environmental sustainability into various human resource functions such as recruitment, training, performance management, compensation, and employee engagement. In the context of increasing environmental concerns and global emphasis on sustainable development, organizations are recognizing the need to adopt eco-friendly practices not only in operations but also in workforce management.

This study aims to explore the concept, significance, and implementation of Green HR practices within organizations. It examines how HR policies can be aligned with environmental goals to promote sustainable behaviour among employees. The research focuses on key Green HR initiatives such as paperless recruitment, energy-efficient workplace practices, environmental training programs, and performance evaluation systems that incorporate sustainability criteria. Furthermore, the study analyses the benefits of Green HRM, including improved organizational performance, cost efficiency, enhanced corporate image, and increased employee engagement and commitment towards environmental responsibility. At the same time, it identifies major challenges such as lack of awareness, resistance to change, high initial costs, and difficulties in measuring the effectiveness of green initiatives.

The research is based on secondary data collected from academic journals, reports, and case studies, providing a comprehensive understanding of current trends and practices in Green HRM. The findings suggest that effective implementation of Green HR practices can significantly contribute to achieving organizational sustainability goals while fostering a culture of environmental responsibility.

Green HRM serves as a strategic tool for organizations to balance economic growth with environmental protection, ensuring long-term sustainability and competitive advantage in the modern business environment.

**KEYWORDS:** Green HRM, Environmental Sustainability, Human Resource Management, Eco-friendly Practices, Employee Engagement, Sustainable Development

### I. INTRODUCTION

In recent years, environmental sustainability has become a critical concern for organizations across the globe due to increasing issues such as climate change, resource depletion, pollution, and ecological imbalance. Businesses are now expected not only to generate profits but also to operate responsibly by minimizing their environmental impact. In this context, the concept of Green Human Resource Management (Green HRM) has gained significant importance as a strategic approach to integrate environmental sustainability into organizational practices.

Green HRM refers to the alignment of human resource policies and practices with environmental management objectives. It focuses on encouraging employees to adopt eco-friendly behaviours and contribute to sustainable development. By embedding green practices into HR functions such as recruitment, training, performance appraisal, compensation, and employee relations, organizations can create a workforce that is environmentally conscious and committed to sustainability goals.

The role of HR departments has evolved beyond traditional administrative functions to becoming key drivers of organizational change. HR professionals are now responsible for developing green competencies among employees, promoting awareness about environmental issues, and fostering a culture that supports sustainability initiatives. For



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instance, organizations are adopting paperless recruitment systems, conducting virtual training programs, and encouraging energy-saving practices in the workplace.

Moreover, Green HRM plays a vital role in enhancing organizational performance by reducing operational costs, improving efficiency, and strengthening corporate reputation. It also helps organizations comply with environmental regulations and meet the expectations of stakeholders, including customers, investors, and society at large.

Despite its growing importance, the implementation of Green HR practices faces several challenges such as lack of awareness, resistance to change, limited resources, and difficulties in measuring outcomes. However, with increasing global emphasis on sustainability and corporate social responsibility, organizations are gradually recognizing the long-term benefits of adopting Green HRM.

Therefore, this study aims to explore the concept, practices, benefits, and challenges of Green HRM, highlighting its role in achieving sustainable organizational development and environmental protection.

### II. OBJECTIVES OF THE STUDY

The present study is designed to examine Green Human Resource Management practices and their role in promoting organizational sustainability. The specific objectives are as follows:

1. **To understand the concept and significance of Green HRM**  
This objective focuses on analysing how Green HRM integrates environmental sustainability into traditional HR functions and its growing importance in modern organizations.
2. **To examine the role of HR in promoting environmental sustainability**  
It aims to identify how HR departments contribute to creating eco-friendly workplaces through policies, employee engagement, and organizational culture.
3. **To analyze various Green HR practices adopted by organizations**  
This includes studying practices such as green recruitment, training, performance appraisal, and reward systems that support sustainability goals.
4. **To evaluate the benefits of implementing Green HRM**  
The study assesses advantages such as cost reduction, improved efficiency, enhanced corporate image, and employee satisfaction.
5. **To identify challenges faced in implementing Green HR practices**  
This objective explores barriers like lack of awareness, resistance to change, and resource constraints.
6. **To suggest effective strategies for successful implementation of Green HRM**  
It focuses on recommending practical solutions for organizations to adopt and sustain green initiatives effectively.

### III. LITERATURE REVIEW

Green Human Resource Management has gained considerable attention in academic and corporate research due to its role in achieving sustainable development. Several researchers have contributed to understanding its significance and application.

Renwick, Redman, and Maguire (2013) emphasized that HRM plays a crucial role in environmental management by integrating green policies into recruitment, training, and performance management systems. Their study highlighted that organizations can achieve sustainability by aligning HR strategies with environmental objectives.

Daily and Huang (2001) focused on the importance of employee training and environmental awareness. They argued that organizations must educate employees about environmental issues and provide them with the necessary skills to implement sustainable practices effectively.

Jackson et al. (2011) discussed the strategic importance of Green HRM, stating that it should be incorporated into the overall business strategy rather than treated as a separate initiative. They highlighted that sustainable HR practices lead to long-term organizational success and competitive advantage.



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Jabbour (2013) examined the relationship between HRM and environmental management in organizations and found that companies with strong Green HR practices tend to have better environmental performance and higher employee involvement.

Recent studies also indicate that Green HRM contributes to employee motivation, organizational commitment, and improved workplace culture. Organizations adopting green practices not only reduce their environmental impact but also enhance their brand image and attract environmentally conscious employees.

The literature suggests that Green HRM is a vital tool for organizations aiming to achieve sustainability, though its successful implementation requires strong leadership support and employee participation.

### IV. GREEN HR PRACTICES

Green Human Resource Management involves incorporating environmentally sustainable practices into all major HR functions. These practices aim to develop an eco-conscious workforce and promote sustainable organizational behavior.

#### 4.1. Green Recruitment and Selection

Green recruitment refers to attracting and selecting candidates who are aware of environmental issues and are willing to contribute to sustainability initiatives. Organizations adopt eco-friendly recruitment methods such as online job portals and digital applications to reduce paper usage, highlighting the company's environmental policies to attract environmentally conscious candidates, including environmental responsibilities in job descriptions, and conducting virtual interviews to reduce travel-related carbon emissions. By hiring individuals with a green mindset, organizations build a workforce aligned with sustainability goals.

#### 4.2. Green Training and Development

Green training focuses on educating employees about environmental management and sustainable practices. Key initiatives include training programs on energy conservation, waste management, and recycling, organizing workshops and seminars on environmental awareness, using e-learning platforms to minimize physical resource usage, and developing skills related to sustainable technologies and practices. Such training enhances employees' knowledge and encourages them to adopt eco-friendly behaviors both at work and in daily life.

#### 4.3. Green Performance Management

Green performance management integrates environmental objectives into employee evaluation systems. Organizations implement this by setting environmental performance indicators (KPIs), including sustainability goals in performance appraisal systems, monitoring employees' contribution to green initiatives, and providing feedback on environmental performance. This approach ensures accountability and motivates employees to actively participate in sustainability efforts.

#### 4.4. Green Compensation and Rewards

Green compensation involves rewarding employees for their contribution to environmental sustainability. Common practices include financial incentives for achieving green targets, recognition programs such as "Green Employee of the Month," rewards for innovative eco-friendly ideas, and non-monetary benefits like certificates, appreciation, or additional leave. These incentives encourage employees to actively engage in environmentally responsible behavior.

#### 4.5. Green Employee Engagement

Employee engagement plays a crucial role in the success of Green HR initiatives. It involves actively involving employees in environmental activities. Examples include organizing tree plantation drives, cleanliness campaigns, and recycling programs, encouraging employees to reduce energy consumption and waste, promoting carpooling, cycling, or remote working, and creating green teams or committees within the organization. Engaged employees are more likely to take ownership of sustainability initiatives and contribute to long-term environmental goals.

#### Summary of Green HR Practices

Green HR practices collectively help organizations reduce environmental impact, improve operational efficiency, build a sustainable organizational culture, and enhance employee satisfaction and participation.



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### V. METHODOLOGY

The present study on Green Human Resource Management (Green HRM) is based on a systematic and analytical research approach. The methodology adopted for this research ensures a comprehensive understanding of green HR practices and their impact on organizational sustainability.

#### 5.1. Research Design

The study follows a **descriptive research design**, as it aims to describe and analyze the concept, practices, benefits, and challenges of Green HRM. This design helps in providing a clear understanding of existing practices and their implications.

#### 5.2. Data Collection

The research is primarily based on **secondary data**, which has been collected from various reliable sources such as:

- Academic journals and research papers
- Books related to Human Resource Management and sustainability
- Company reports and sustainability reports
- Government publications and environmental reports
- Online databases and websites

This secondary data provides a strong theoretical foundation for analyzing Green HR practices.

#### 5.3. Data Analysis Method

The collected data has been analyzed using a **qualitative and analytical approach**. Information from different sources has been systematically reviewed, compared, and interpreted to identify patterns, trends, and key insights related to Green HRM.

#### 5.4. Scope of the Study

The study focuses on understanding Green HR practices across different sectors such as manufacturing, IT, and service industries. It emphasizes key HR functions including recruitment, training, performance management, compensation, and employee engagement in the context of environmental sustainability.

#### 5.5. Limitations of the Study

Despite providing valuable insights, the study has certain limitations:

- It is based only on secondary data and does not include primary data collection
- Findings may vary depending on organizational context
- Limited availability of updated data in some areas of Green HRM

### VI. BENEFITS OF GREEN HR PRACTICES

Green Human Resource Management offers multiple advantages to organizations by integrating environmental sustainability with HR functions. These benefits not only improve organizational performance but also contribute to long-term sustainable development.

#### 6.1. Cost Reduction

One of the major benefits of Green HR practices is the reduction in operational costs. Organizations can significantly cut expenses by minimizing the use of paper through digital processes such as e-recruitment, online training, and paperless documentation. Additionally, energy-saving initiatives like efficient use of electricity, reduced water consumption, and waste management practices help in lowering utility costs. Over time, these small changes lead to substantial financial savings.

#### 6.2. Better Organizational Reputation

Implementing Green HR practices enhances the corporate image and brand value of an organization. Companies that adopt environmentally responsible policies are viewed positively by customers, investors, and stakeholders. A strong green reputation helps in attracting environmentally conscious clients and talented employees who prefer working for



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socially responsible organizations. It also strengthens the organization's position in the market and builds long-term trust.

### 6.3. Employee Engagement and Satisfaction

Green HR initiatives encourage active participation of employees in environmental activities, which increases their level of engagement and job satisfaction. When employees are involved in initiatives such as recycling programs, energy conservation, and sustainability campaigns, they feel a sense of responsibility and pride in contributing to environmental protection. This leads to higher motivation, improved morale, and stronger organizational commitment.

### 6.4. Improved Organizational Efficiency

Green practices streamline processes and reduce wastage, leading to increased efficiency in operations. Digitalization and sustainable resource management help organizations function more effectively with fewer resources.

### 6.5. Compliance with Environmental Regulations

Organizations adopting Green HRM are better prepared to meet environmental laws and regulations. This reduces the risk of legal penalties and ensures smooth business operations.

### 6.6. Competitive Advantage

Companies that implement Green HR practices gain a competitive edge over others by differentiating themselves as sustainable and responsible organizations. This advantage helps in long-term growth and success.

## VII. CHALLENGES IN IMPLEMENTING GREEN HR PRACTICES

Despite the growing importance of Green Human Resource Management (Green HRM), organizations face several challenges in its effective implementation. These challenges can hinder the adoption of sustainable practices if not properly addressed.

### 7.1. Lack of Awareness

One of the primary challenges is the lack of awareness among employees and management regarding environmental sustainability and Green HR practices. Many employees are not fully informed about the importance of eco-friendly initiatives or how their daily activities impact the environment. Without proper knowledge and understanding, it becomes difficult for organizations to implement green policies effectively. This highlights the need for continuous education, training, and awareness programs.

### 7.2. Resistance to Change

Employees and even management may resist adopting new practices due to comfort with traditional methods. Shifting from conventional HR processes to green practices—such as digital documentation, energy-saving measures, or sustainable work habits—can be perceived as inconvenient or unnecessary. This resistance slows down implementation and may reduce the effectiveness of Green HR initiatives. Strong leadership support and change management strategies are essential to overcome this barrier.

### 7.3. High Initial Costs

Implementing Green HR practices may require initial investments in technology, training, and infrastructure. For example, setting up digital systems, energy-efficient equipment, or sustainability programs can involve significant costs, which may discourage organizations, especially small and medium enterprises.

### 7.4. Lack of Top Management Support

Successful implementation of Green HRM requires strong commitment from top management. In some organizations, sustainability is not considered a priority, leading to insufficient support, resources, and strategic direction for green initiatives.

### 7.5. Difficulty in Measuring Outcomes

Measuring the effectiveness of Green HR practices can be challenging. Unlike financial performance, environmental benefits are often long-term and difficult to quantify. This makes it harder for organizations to evaluate the success of their initiatives and justify investments.



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These challenges indicate that while Green HRM has significant potential, its successful implementation requires awareness, strategic planning, and organizational commitment.

### VIII. CONCLUSION

Green Human Resource Management (Green HRM) has emerged as a vital approach for organizations aiming to achieve environmental sustainability and long-term growth. By integrating eco-friendly practices into various HR functions such as recruitment, training, performance management, compensation, and employee engagement, organizations can significantly reduce their environmental impact while improving operational efficiency.

The study highlights that Green HRM not only contributes to environmental protection but also enhances organizational performance, reduces costs, and strengthens corporate reputation. It plays a crucial role in developing environmentally responsible employees who actively participate in sustainability initiatives. Moreover, Green HR practices help organizations comply with environmental regulations and meet the expectations of stakeholders.

However, the successful implementation of Green HRM requires overcoming challenges such as lack of awareness, resistance to change, and resource constraints. Organizations must focus on creating awareness, providing proper training, and ensuring strong support from top management to effectively implement green initiatives.

In conclusion, Green HRM is not just a trend but a necessity in the modern business environment. It serves as a strategic tool for balancing economic growth with environmental responsibility. Organizations that adopt Green HR practices are better positioned to achieve sustainable development and gain a competitive advantage in the long run.

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