"A Study on Assesing The Pros and Cons of Adopting Green HRM Practices in Higher Educational Institutions"

Dr. K. Muhammed Noufal, Dr. P.P. Shareena

Associate Professor of Commerce, Kunnamangalam Government Arts and Science College

Assistant Professor and Head, Department of Management Studies, M.A.M.O College, Manassery, Mukkam

ABSTRACT

Green Human Resources Management (GHRM) means a kind of activities that motivate the habit of ecofriendly behavior of all the members in the organization with a view to protect our nation and develop an organization which is natural friendly, preserving natural resources and also discharging their corporate socially responsibility. The aim is to achieve the objectives of our organization along with the development of society and environment. The intention behind the concept green HRM is to create a sense of awareness among employees regarding how to conduct business without damaging the environment. If an institution practice green HRM it will imply that they discharge their corporate social responsibility. The main aim behind this is to minimize environmental degradation. Nowadays this study was very relevant because without adopting green HRM practices the next generation will not survive in this world. Higher Educational Institution has great role for molding college students in a socially responsible manner. After this study we will get an idea regarding the positive and negative impact of adopting green HRM practices in higher educational institutions.

Key words: GHRM, CSR, Environment degradation

INTRODUCTION

Green Human Resource Management (Green HRM) is a new area of research field which is similar to HRM, but the main difference between these two concepts is green HRM incorporate all HRM practices along with the objectives of environmental protection. We all know that our environment is the creation of God and we got a comfortable life in this beautiful world. Now a days the luxurious life and improper usage of resources by the humans will create a dangerous situation. When it continues, this world will not survive. So, the solution to this problem is to adopt the concept green HRM in business field. when the organizations correctly practice this concept almost all the problems related with environment is solved, because green HRM gives correct guidance to practice HRM functions along with the objective of environmental protection. Climate change, resource depletion, pollution etc. are the main problems that we face in our present situation. Green HRM solve these issues up to certain level. Implementing green HRM in organization is not an easy task, it requires so many steps. Since this is a new concept there is a chance for protest in the sides of employees, so organization must give a clear idea about green HRM to their employees before its implementation, otherwise it is not easy to implement in the organization.

Statement of The Problem

A study on assessing the pros and cons of adopting green HRM practices in higher educational institutions" This study is conducted to understand the positive and negative impact of adopting green HRM practices in Higher Educational Institutions,

Objectives

- To find out the advantages and disadvantages of adopting green HRM practices in higher educational institutions

- To understand the present condition of GHRM practices in higher educational institutions

- To study the factors to be considered while adopting green HRM practices

- To give suggestion for Improving green HRM practices

RESEARCH METHODOLOGY

Research methodology helps to investigate the problem or the case that gives us the solution for the particular problem. It gives a direction to solve that particular problem.

Sampling Design

Convenience sampling method is used to collect the samples.

Method of Data Collection

- **Primary data:** Questionnaire is used for collecting primary data.

- **Secondary data:** Books, Journals and Magazines are used to collect secondary data.

Sampling Area

Sample area for this study is colleges in Calicut district

Sample Size

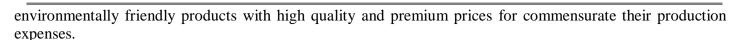Here, for the study 60 colleges were taken as samples.

REVIEW OF LITERATURE

Shafaei et al., (2020) this study clearly states that there is a clear relationship between green HRM elements and environmental. Many of the research study reveals that adoption of green HRM is an important aspect to environmental protection and performance.

Yong Joong Kim, Woo GonKim, Hyung-Min Choi,KulladaPhetvaroon (2019) "The effect of green human resource management on hotel employees' eco-friendly behaviour and environmental performance" – The main reason for conducting this study was there is not much research is conducted prior in hotel industry and after that we got clear picture regarding green HRM and its effect on hotel employees . The study gives suggestion regarding the need to develop employees who know the concept of GHRM.

Shamima Kamili (2018) in their research paper named "Green HRM: Origin, Practices and Implications". The main focus on this paper is to identify how GHRM evolved, how this concept practiced in the organization, what are its implication. This study gives all the details regarding GHRM

Clare D'Souza et.al., (2007) in their article titled with "Examination of environmental belief and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention" the study focus on price, quality and demographic characteristics influence in the purchase of green products. Telephone interview was conducted for collecting the responses from the 155 respondents. Descriptive measures and cluster analysis used to analyse the collected responses. From the study they found that companies produce

environmentally friendly products with high quality and premium prices for commensurate their production expenses.

FINDINGS

Pros/Advantages of Adopting GHRM

Environmental sustainability: Proper adoption of this concept, we can assure environmental sustainability by reducing their carbon footprint, conserving resources, and minimizing waste generation.

Increased institutional reputation: Implementing green HRM practices will lead to commitment to sustainability and responsible environmental stewardship. This will result in the reputation of the institution and position it as a leader in sustainable practices, attracting environmentally conscious students, faculty, and staff members.

Cost savings: Green HRM practices often lead to cost savings in the long run. These savings can be redirected to other institutional priorities, such as improving academic programs or investing in infrastructure.

Employee engagement and satisfaction: Green HRM practices can contribute to employee engagement and satisfaction. Many employees, especially the younger generation, value working for organizations that prioritize sustainability and environmental responsibility.

Attracting talent people and their retention: Green HRM practices can act as a crucial factor in attracting and retaining top talent. Prospective employees, particularly those with environmental concerns, may prioritize working for institutions that align with their values and offer a sustainable work environment.

Educational opportunities: Adopting green HRM practices provides opportunities for educational institutions to incorporate sustainability into their curriculum. By integrating environmental and sustainability, institutions can contribute to the development of environmentally conscious graduates who can address environmental challenges in their future careers.

Compliance with regulations and standards: By adopting green HRM practices, higher educational institutions can ensure compliance with legal requirements and avoid legal and reputational risks associated with non-compliance.

Research and innovation: Green HRM practices can stimulate research and innovation within the institution. By promoting sustainability initiatives, institutions can encourage faculty members and researchers to explore new ideas, technologies, and solutions that contribute to environmental conservation and sustainable development.

Partnerships and community engagement: Green HRM practices can facilitate partnerships and collaborations with local communities, businesses, and organizations. This can lead to opportunities for joint projects, knowledge sharing, and mutual support in achieving sustainability goals.

Student involvement and development: Green HRM practices provide opportunities for student involvement and development. Involving students in these activities not only enhances their understanding of environmental issues but also develops their leadership, problem-solving, and teamwork skills, preparing them for future sustainability-focused careers.

Health and well-being: Green HRM practices often prioritize the health and well-being of employees and students. Initiatives such as promoting green spaces, encouraging physical activity, and implementing wellness programs can improve the overall health and productivity of the institution's community.

Long-term sustainability: Adopting this concept will lead long term sustainability. By doing these institutions can ensure that environmental considerations are integrated into the institution's strategic planning and

operations. This helps create a culture of sustainability that can withstand external challenges and position the institution for long-term success.

Alumni engagement and support: Green HRM practices can help strengthen the connection between the institution and its alumni. This can create a network of environmentally conscious alumni who contribute to the institution's sustainability initiatives and promote its mission.

Regulatory compliance and funding opportunities: Many funding agencies and government bodies prioritize sustainability and environmental initiatives. By adopting green HRM practices, higher educational institutions can align with these priorities and become eligible for grants, funding, and other resources dedicated to sustainability projects.

Risk management: By proactively addressing environmental issues and integrating sustainability considerations into HR policies, institutions can mitigate potential risks related to environmental non-compliance, reputational damage, and legal liabilities.

Collaboration and knowledge sharing: Green HRM practices can facilitate collaboration and knowledge sharing within the institution and with external stakeholders. This collaboration enhances the institution's knowledge base and strengthens its position as a leader in sustainability.

Sustainable supply chain: Green HRM practices can extend beyond the institution itself to influence the supply chain. By incorporating sustainability criteria into procurement processes, institutions can encourage suppliers and vendors to adopt environmentally friendly practices.

Global citizenship and social responsibility: Adopting green HRM practices helps to achieve global citizenship and social responsibility.

Corns/Disadvantages of Adopting GHRM

Cost implications: Implementing green HRM practices often requires investments in new technologies, infrastructure, and training programs. These upfront costs can be a significant disadvantage for higher educational institutions, especially if they have limited financial resources.

Resistance to change: Implementing green HRM practices requires a shift in the mindset and behaviour of faculty, staff, and students. Resistance to change is a common challenge faced by organizations when introducing new practices.

Limited expertise and resources: Higher educational institutions may lack the necessary expertise and resources to effectively implement and manage green HRM practices. Without adequate expertise and resources, the implementation may be suboptimal, leading to limited effectiveness or even failure of green HRM practices.

Time constraints: Implementing green HRM practices often requires a significant investment of time and effort.

Conflict with other institutional goals: Higher educational institutions have multiple goals and objectives, such as academic excellence, student satisfaction, and financial stability. The adoption of green HRM practices may sometimes conflict with these goals.

Complexity and measurement challenges: Measuring the effectiveness and impact of green HRM practices can be challenging.

Limited scalability: Green HRM practices often require customized approaches that are specific to the institution's context, facilities, and operations. Implementing sustainability initiatives on a large scale across different departments and campuses can be a complex and time-consuming process.

Stakeholder resistance: While some individuals may embrace and support green HRM practices, others may be resistant to change or hold different views on sustainability.

Trade-offs and compromises: The implementation of certain green HRM practices may require trade-offs or compromises in other areas.

Complexity of regulatory compliance: Green HRM practices often involve compliance with various environmental regulations and standards. Staying up-to-date with ever-changing regulations and ensuring compliance can be a complex task, requiring dedicated resources and expertise

Limited availability of green technologies: In some cases, the adoption of green HRM practices may be limited by the availability and affordability of environmentally friendly technologies

Lack of standardized guidelines: Green HRM practices in higher educational institutions may lack standardized guidelines or best practices. This can make it challenging for institutions to navigate the implementation process effectively.

Limited supplier options: Embracing green HRM practices often involves sourcing sustainable products and services from environmentally responsible suppliers. However, the availability of such suppliers may be limited, especially in certain geographical areas or for specific products or services.

Perception of greenwashing: Green HRM practices, if not implemented sincerely and effectively, can be perceived as greenwashing. Greenwashing refers to the practice of making false or exaggerated claims about an organization's environmental efforts to portray a greener image.

RECOMMENDATIONS

- Higher educational institutions should organise periodic awareness programmes and training sessions to sensitise employees about the importance and implementation of Green HRM practices.

- Adequate funds and resources must be allocated for adopting eco-friendly technologies, waste-management systems, and energy-efficient infrastructures.

- Institutions should formulate a clear sustainability policy and communicate it effectively to students, faculty, and non-teaching staff.

- Student participation in green activities such as plantation drives, cleanliness campaigns, and energy-saving initiatives should be encouraged to build a culture of environmental responsibility.

- A systematic monitoring and evaluation framework must be implemented to assess the impact of Green HRM practices and ensure continuous improvement.

- Collaboration with environmental experts, NGOs, government bodies, and research institutions can enhance the effectiveness and reach of green initiatives.

CONCLUSION

From the study the researcher understands that there are both positive and negative aspect for implementing green HRM in higher educational institutions. But positive impact is more while comparing with negative aspects. While implementing this organization must take at most care otherwise, they cannot achieve the desired result as they expected. when the organization practices green HRM, its benefit is not only for that organization but also teachers, students, office staffs and society will automatically get its benefits.

BIBLIOGRAPHY

Books

1. Allaby. M. (1990). Green Facts: The Greenhouse Effects & Other Key Issues.
1. 2.London: Reed International Books Ltd.

2. 3.Uberio, K. N. (2007) Environmental management. New Delhi: Excel Books.

Journals

1. 1.Yong Joong Kim, Woo GonKim, Hyung-MinChoi, Kullada Phetvaroon (2019) "The effect of green human resource management on hotel employees' eco-friendly behaviour and environmental performance" International Journal of Hospitality Management Volume 76, Part A, January 2019,Pages 83-93

2. 2.Shafaei, A., Nejati, M., & Yusoff, Y. M. (2020). Green human resource management: A two-study investigation of antecedents and outcomes. International Journal of Manpower, Advanced online publication. https://doi.org/ 10.1108/IJM-08-2019-0406

3. 3.Shamima Kamili (2018) "Green HRM: Origin, Practices and Implications". 1st International conference on Recent Development in science, Humanities and Management -2018.

4. 4.Chaudhary, R. And Bhattacharya, V. (2006, November), Clean Development Mechanism: Strategy for Sustainability and Economic Growth. Indian Journal for Environmental Protection. Vol. 27(10).Pg 919-922.

5. 5.Rana, Z. (2010, February). Challenge to Business – Changes in India's Marketing Environment. Indian Journal of Marketing, Vol.40 (2). New Delhi.

Website

- www.greenmarketing.net/stratergic.html

- www.epa.qld.gov.au/sustainable_industries

- www.greenpeace.org/international