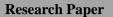
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# Challenges of HRM Practices with Green Impact in a Sustainable Environment

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ABSTRACT: This study used some conceptual articles to identify the factors influencing Green HumanResource that Management. found Green **HRMincludes** practices It such asgreenrecruitment, training and development, salary, monetary and non-monetary motivation management, and employee satisfaction. The studv also provided suggestionsforfurtherimprovement. It also highlights the need for Green Human Resource Management and the factors requiredforits implementation.

**KEYWORDS:** Green Human Capital, Green Compensation, Green Training, Green Rewards, and GreenCompetitiveAdvantage.

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# I. INTRODUCTION

Global organizations are increasingly prioritizing environmental sustainability, making theintegration of Green Human Resource Management (Green HRM) a strategic focus acrossindustries. Green HRM practices aim to align human resource management strategies withsustainability goals, fostering eco-friendly initiatives within the workplace. These practicescover various aspects of HR, such as recruitment, training, performance management,

and employee engagement, all designed to reduce environmental foot prints while enhancing organizational sustainability.

In rapidly changing business environment, sustainability has become a critical priority fororganizations worldwide. As environmental crises intensify and the demand for corporateresponsibilitygrows, companies are incorporating Green HRM practices into the incorporations. Green HRM involves integrating environmentally sustainable principles into HR functions to promote responsible practices.

However, despite the growing emphasis on Green HRM, organizations faces everal challenges in implementing these practices effectively in a sustainable environment. This article explores the key obstacles to adopting Green HRM practices and highlights the steps organizations can take to overcome these challenges, aiming to reduce their environmental footprint and foster sustainable work force practices.

# II. KNOWLEDGEGAPSANDLACKOFEXPERTISE

A significant barrier to implementing Green HRM is the lack of knowledge and expertise insustainabilityandgreenpractices.HRprofessionals,particularlyinindustriesthathavetraditionally not focused on environmental responsibility, may lack the skills or awarenessneeded to apply Green HRM strategies effectively. Similarly, employees may not understandtheimportanceof green initiatives orhow they can contribute.

Toaddressthis, organizations must invest intraining and development

programs that focus on environmental sustainability. HR professionals should be equipped to integrate green practices integrate and the state of t

or ecruitment, performance management, and employee engagement processes. Employees, too, should be trained and encouraged to adopte co-

friendlyhabitsintheirdailyworkroutines.Byfosteringsustainabilityawarenessandbuildingexpertise,companiescanbr idgeknowledgegapsand facilitate asmooth transition togreen practices.

#### III. FINANCIALISSUESANDRESOURCEALLOCATION

The implementation of Green HRM practices often requires significant upfront investment, posing a challenge for small and medium-sized enterprises (SMEs) or organizations withlimited budgets. For example, adopting energy-efficient systems, setting upeco-

 $friendly work stations, or funding green training \ programs can \ strain financial \ resources.$ 

Moreover, the long-term benefits of such investments, like reduced energy costs or enhancedemployee retention, may not be immediately apparent. This creates a conflict between short-termfinancial goalsand long-term sustainabilityobjectives.

Organizations can mitigate this challenge by highlighting the long-term financial advantages of Green HRM practices. For instance, initiatives like energy-efficientlighting or wastereduction programs often lead to measurable cost savings over time. Companies can also seekexternal support, such as green certifications or government subsidies, to ease the financialburden. Starting with low-cost initiatives, like recycling programs or paper reduction efforts, canbean effective first step.

#### IV. SHORT-TERMPRESSURESVS.LONG-TERMGOALS

Green HRM practices are inherently tied to long-term sustainability objectives, which canconflict with the immediate demands of a competitive business environment. For instance, implementing green initiatives like waste reduction or energy-efficient technology requirestime and investment before results become evident.

To balance short-term pressures with long-term goals, organizations should develop strategicroadmaps that prioritize both. Gradual implementation of green initiatives and demonstratingquick wins—such as savings from remote work policies or reduced utility costs—can buildmomentumforbroader sustainability efforts.

#### V. GOVERNMENTREGULATIONSANDEXTERNALPRESSURE

In some regions, inadequate governmental regulation or lack of external pressure hinders theadoptionofGreenHRMpractices.Whilecertainindustriesoperateunderstrongenvironmentalpolicies,others lackclearguidelinesorincentivesto implementgreen initiatives.

Organizationscanovercomethischallengebyvoluntarilyadoptingglobalsustainabilityframeworks like ISO 14001, the Global Reporting Initiative (GRI), or the United NationsSustainableDevelopmentGoals(SDGs).Collaboratingwithindustrygroupsand environmental organizations can also push for stronger policies and frameworks to encouragesustainableHR practices.

#### VI. NOTREADY FOR CHANGE

Resistance to change is one of the most significant challenges in implementing Green HRM.Employees and management may be reluctant to adopt new practices, particularly if theyperceive them as time-consuming or unnecessary. This resistance can range from skepticismabout the benefits of green initiatives to reluctance in adopting small changes like energy-saving habits.

Toaddressthis,organizationsmustcommunicatethebenefitsofGreenHRMclearlyandfosteremployee engagement. Leadership commitment to sustainability, coupled with incentives foreco-friendly behavior, can encourage acceptance. Hands-on involvement through training,awarenesscampaigns,and inclusivegreen initiativescan furtherreduceresistance.

# VII. ALIGNMENTWITHORGANIZATIONALCULTURE

 $Successfully embedding Green HRM requires \ a lignment with the organization `sculture.$ 

Companies that have not previously prioritized sustainability may find it challenging to integrate green initiatives into their existing norms.

Leaders play a critical role in shaping a culture of sustainability. They must communicate itsimportanceandalignitwithbroaderorganizationalgoals.Introducingsustainabilityintodailyoperations—such as reducing waste, adopting energy-efficient technologies, and promotinggreenpractices ateverylevel—canhelpnormalizeeco-friendlybehaviorsanddrivelong-termchange.

# VIII. MEASURINGANDEVALUATINGEFFECTIVENESS

Measuring the success of Green HRM practices can be challenging, as traditional HR metricsmay not directly capture the environmental impact. Metrics like energy consumption, wastereduction, and carbon emissions are vital but may not align easily with employee behavior orengagementdata.

Toaddressthis, HRprofessionals should establish clear sustainability KPIs (KeyPerformanceIndicators) and integrated hemintoperformancemanagements ystems. Regular audits, employees urveys, and sustainability reports can help track progress and refines trategies.

# **IX. CONCLUSION**

Naturally, GreenHRMpracticespresentimmenseopportunities for organizations to contribute to environmental sustain ability, their successful implementation requires overcoming several challenges. Addressing resistance to change, bridging knowledge gaps, securing financial resources, and aligning sustainability with organizational culture are all critical steps.

Finally,OrganizationsthatembraceGreenHRMnotonlycreateasustainableworkenvironmentbutalsoenhancetheircor poratereputationandcontributetoglobalenvironmentalgoals.Achievingthisrequiresstrongleadership,clearstrategies ,andacommitmenttodrivingchangein a competitivebusinesslandscape.

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