

A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES AND ITS RELATIONSHIP WITH EMPLOYEE MOTIVATION, JOB SATISFACTION AND ORGANIZATION COMMITMENT

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Abstract

This research explores how organizations are adopting environmentally friendly practices within their human resources departments—commonly referred to as Green Human Resource Management (GHRM). With sustainability becoming a key priority in both society and business, this study investigates whether green HR practices can influence how motivated, satisfied, and committed employees feel at work. Based on responses from 45 professionals across various industries, the study aims to uncover the real-world impact of GHRM on employees and offers suggestions for making these practices more effective.

1. Introduction

Environmental awareness has become more than just a trend—it's now a necessity. From individuals to global organizations, everyone is being asked to rethink how their actions affect the planet. In the corporate world, this shift is visible through sustainability goals, eco-friendly operations, and more recently, in the way human resources departments operate. This is where Green HRM comes in.

Green HRM is about integrating environmental thinking into traditional HR functions like hiring, training, performance evaluation, and rewards. It reflects a company's commitment to sustainability not just in words, but in how it manages its people. This study focuses on understanding whether these green HR initiatives are making a difference in employee attitudes— particularly in motivation, satisfaction, and loyalty towards the company.

2. Literature Review

Although a fair amount of research exists on environmental management and HR practices separately, very few studies examine how they work together—especially in the Indian context. Previous literature suggests that green initiatives can improve brand image, boost productivity, and even reduce operational costs. However, how these initiatives directly influence employees—the people who bring these strategies to life—remains underexplored.

This research bridges that gap by focusing on the employee perspective. It looks at how green policies in recruitment, training, and performance management impact workplace culture, and whether they actually lead to more engaged and satisfied teams..

3. Research Methodology

This study used a descriptive research design and collected primary data through structured questionnaires. A total of 45 participants from various industries responded. The sampling method was convenience-based, meaning individuals were chosen based on availability and willingness to participate.

Participants answered a mix of statements related to green HRM practices in their workplaces. Responses were analyzed using simple tools like pie charts and tables to identify clear patterns and draw meaningful conclusions. Secondary data from journals, articles, and reliable websites also supported the findings

4. Findings and Discussions

Green HRM isn't just a corporate buzzword—it's something that resonates with employees. When companies take visible steps toward being environmentally responsible, employees are more likely to feel motivated and connected. They feel like they're contributing to a bigger cause, not just fulfilling a job description.

However, inconsistencies in access to training, unclear reward systems, or the lack of employee involvement in green initiatives can reduce the effectiveness of GHRM. The study also found that employees value opportunities to share their own green ideas but need more space and encouragement to do so.

5. Suggestions

Here's what can help companies improve:

- Give everyone access to green training.
- Make reward systems for green efforts more transparent and fair.
- Encourage all employees to share eco-friendly ideas.
- Recognize people who come up with green innovations.
- Create a greener workspace with practices like waste segregation and gardening.

6. Recommendations

Based on the responses, here are some practical ways organizations can improve the impact of their green HR practices:

- Make green training mandatory and accessible to all employees, regardless of role or department.
- Introduce transparent and consistent reward systems for eco-friendly behavior—both monetary (bonuses) and non-monetary (recognition).

- Include environmental values in hiring and onboarding processes, ensuring new employees align with the company's sustainability goals.
- Create platforms for employees to submit green ideas, and celebrate those who bring forward innovative suggestions.
- Invest in green infrastructure and encourage day-to-day actions, like waste segregation, energy conservation, and greening the workspace.

These steps don't just support the environment—they also help build a more engaged and forward-thinking workplace culture.

7. Limitations

While the study provides valuable insights, it has some limitations:

- The sample size is small (45 respondents), so results may not be fully representative of larger or more diverse populations.
- It focuses only on a few aspects of green HRM (recruitment, training, reward), excluding others like green safety management or eco-friendly workplace design.
- The responses are self-reported, which could introduce bias or inaccuracies based on perception.

Despite these limitations, the study offers a strong starting point for understanding how GHRM affects employees.

8. Conclusion

In summary, this research shows that green HR practices are more than just good PR—they're meaningful to employees. When companies invest in the environment, they also invest in their people. Employees feel more proud, more involved, and more willing to go the extra mile when they work for a company that reflects their own values.

Incorporating sustainability into HR isn't just about protecting the planet—it's about creating a culture that inspires people to care, contribute, and stay committed.

9. References

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