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IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT ON BUSINESS SUSTAINABILITY

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Abstract

Green is the catchword today because it is the universal colour that symbolizes the environment. Nowadays, the "Going Green" initiative is gaining importance because individuals and corporates understand that the consumption of resources is more than what is available. We are sharing the universe, so at any cost, the environment should not suffer. So it is our prime responsibility to save and preserve our mother nature from the natural and human-made disasters for the future generation. From this context, the sustainability and greening concepts came forth. The corporate environment transmutes itself from the traditional profit motive business to a competitive business model that aims profit through Sustainability. Nowadays, the business community is giving more concern for integrating the 'environment management' with 'people management' which is possible by Green HRM. The concept of Green HRM mainly deals with promoting sustainable use of resources and engaging every employee to support sustainable and environmentally friendly practices. Green HRM helps the organization earn profit through sustainable environmental practices and enhance its goodwill within society. GHRM tries to create a green workforce that can understand and support the green culture in the organization. It is in this backdrop the present chapter aims to discuss the concept of Green HRM, its provenance, growth, Benefits, and various GHRM practices followed by the corporate and challenges for its implementation.

Keywords: Green HRM, sustainable business, environment-friendly practices, green initiatives.

Introduction

In the current scenario, 'Green' is the buzzword that signifies the environment. The world over the 'green movement' is gaining more importance because the individuals and business organizations recognize that the consumption level of resources is more than what is available. If this situation continues, the resources will be exhausted, and nothing will be available for future generations (Dingra & Padmavathy, 2019). From this realization, the concept 'green' and 'sustainability' came forth. To incorporate green practices and ensure sustainability, business organizations need to change their existing operations into environment-friendly operations (Sharma & Gupta, 2010) (Pallavi & Bhanu, 2016). In the development of human beings, the environment plays a vital role. The sustainability of the environment leads to the growth of the employees and the organization