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Green HRM as a Strategic Tool for Achieving Corporate Environmental Goals

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Abstract

The growing emphasis on environmental sustainability has encouraged organizations to integrate ecological considerations into their strategic and operational practices. Green Human Resource Management (Green HRM) has emerged as an important approach for aligning human resource practices with corporate environmental objectives. This study examines the role of Green HRM as a strategic tool for achieving corporate environmental goals by integrating sustainability principles into recruitment, training, performance management, employee engagement, compensation, and organizational culture. Green recruitment can help organizations attract employees who demonstrate environmental awareness and sustainable values, while green training and development can enhance employees' knowledge and skills related to environmentally responsible practices. Similarly, green performance management can incorporate environmental objectives into employee evaluation, and green rewards can motivate employees to adopt sustainable workplace behaviors. The study further explores how employee participation and organizational commitment can contribute to reducing resource consumption, waste generation, carbon emissions, and other negative environmental impacts. Green HRM also facilitates the development of an organizational culture in which environmental responsibility becomes an integral part of everyday decision-making. However, organizations may face challenges such as limited financial resources, insufficient managerial commitment, lack of employee awareness, resistance to change, and difficulties in measuring environmental performance. The study argues that effective Green HRM requires integration with broader corporate sustainability strategies rather than treating environmental initiatives as isolated HR activities. Strategic implementation of Green HRM can strengthen employee commitment, improve environmental performance, enhance corporate reputation, and support long-term organizational sustainability. Thus, Green HRM represents a valuable strategic mechanism for creating alignment between human capital management and corporate environmental responsibility.

Keywords: Green HRM, Environmental Sustainability, Corporate Environmental Goals, Green Recruitment, Green Training, Employee Engagement, Green Performance Management, Sustainable Human Resource Management, Organizational Culture, Corporate Sustainability.