



Green Human Resource Management Practices and Their Role in Achieving Organizational Sustainability

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Abstract

Green Human Resource Management (GHRM) has emerged as a significant approach for organizations seeking to achieve sustainability and environmental responsibility. The integration of environmentally friendly HR policies and practices helps organizations reduce environmental impact while enhancing operational efficiency and corporate reputation. This paper examines the role of GHRM practices such as green recruitment, green training, green performance appraisal, and green reward systems in achieving organizational sustainability. The study adopts a descriptive and conceptual research methodology based on secondary data collected from journals, research papers, and published reports. The findings indicate that organizations implementing GHRM practices experience improved environmental performance, employee awareness, and sustainable organizational growth. The paper also discusses challenges in implementing green HR initiatives and provides recommendations for organizations to strengthen sustainable HR practices.

Keywords: Green Human Resource Management, Sustainability, Green Recruitment, Green Training, Organizational Sustainability, Environmental Management, Sustainable HR Practices.

1. Introduction

In the modern business environment, sustainability has become a critical concern for organizations due to increasing environmental challenges, climate change, and stakeholder expectations. Organizations are no longer evaluated only on financial performance but also on their environmental and social responsibilities. Human Resource Management (HRM) plays a vital role in promoting sustainability by integrating eco-friendly policies into organizational practices. Green Human Resource Management refers to the implementation of HR policies that encourage sustainable use of resources and promote environmental consciousness among employees. GHRM includes practices such as green recruitment, paperless office systems, environmental training, energy conservation initiatives, and green performance evaluation systems. These practices contribute significantly toward organizational sustainability by creating environmentally responsible employees and promoting green organizational culture. The concept of GHRM has gained substantial attention globally as organizations

attempt to align business objectives with sustainable development goals. Companies implementing green practices are often viewed as socially responsible organizations, improving their reputation and competitive advantage.

2. Literature Review

Several researchers have studied the relationship between Green HRM and organizational sustainability. Human Resource Management scholars have identified that GHRM practices positively influence environmental performance and organizational effectiveness. According to Benevene and Buonomo (2020), Green HRM contributes to organizational sustainability through green training, green recruitment, and environmentally responsible employee behaviour. Faisal (2023) stated that Green HRM involves organizational policies and practices that encourage sustainable resource utilization and environmental protection. The study emphasized that green recruitment and green employee involvement improve sustainability performance. Research by Das and Singh (2016) highlighted that HR

departments play a strategic role in developing sustainability culture within organizations. Their findings revealed that organizations implementing green HR policies achieved better environmental and social outcomes. Another systematic review explained that GHRM practices support the “Triple Bottom Line” approach, balancing economic, environmental, and social objectives. Recent studies also indicate that organizations adopting green HR initiatives experience reduced operational costs, enhanced employee commitment, and improved corporate image. However, challenges such as employee resistance, lack of awareness, and implementation costs remain barriers to effective GHRM adoption.

3. Objectives of the Study

- To understand the concept of Green Human Resource Management.
- To examine various Green HRM practices adopted by organizations.
- To analyse the role of GHRM in achieving organizational sustainability.
- To identify challenges in implementing Green HRM practices.
- To suggest measures for improving sustainable HR practices in organizations.

4. Research Methodology

The present study is descriptive and conceptual in nature. The research is based entirely on secondary data collected from:

- Research journals
- Books
- Conference papers
- Government reports
- Online databases and scholarly articles

The study analyses existing literature related to Green HRM and organizational sustainability to understand the impact of green practices on organizational development.

5. Data Analysis and Interpretation

The analysis of various studies indicates that Green HRM practices positively influence organizational sustainability.

5.1.Green Recruitment and Selection

Organizations increasingly prefer candidates who possess environmental awareness and sustainability values. Green recruitment practices help organizations build environmentally responsible workforces.

5.2.Green Training and Development

Environmental training programs educate employees about energy conservation, waste management, and sustainable work practices. Such training improves employee participation in environmental initiatives.

5.3.Green Performance Management

Organizations incorporate environmental performance indicators into employee appraisal systems. Employees are evaluated based on their contribution toward sustainability goals.

5.4.Green Compensation and Rewards

Providing incentives and rewards for environmentally responsible behaviour motivates employees to participate in green initiatives.

5.5.Organizational Sustainability Outcomes

The implementation of GHRM practices leads to:

- Reduced carbon emissions
- Lower operational costs
- Improved organizational image
- Better compliance with environmental regulations
- Increased employee engagement in sustainability initiatives

The findings reveal that Green HRM acts as a strategic tool for achieving long-term sustainability and competitive advantage

6. Recommendations

- Organizations should integrate environmental objectives into HR policies.
- Regular environmental awareness programs should be conducted for employees.
- Companies should adopt paperless and energy-efficient workplace systems.
- Management should provide rewards for green behaviour and sustainability initiatives.
- Government and policymakers should encourage organizations to adopt green HR practices through incentives and

environmental regulations.

7. Implications of the Study

The study provides important implications for:

- HR managers in designing sustainable HR policies.
- Organizations aiming to achieve environmental sustainability.
- Policymakers promoting sustainable business practices.
- Researchers exploring sustainable HRM concepts.

The research also highlights the importance of integrating environmental responsibility into organizational culture and employee management systems.

8. Future Scope of the Study

- Future studies can conduct empirical research using primary data.
- Comparative studies between industries can be undertaken.
- Research may examine the relationship between GHRM and employee innovation.
- Studies can explore the impact of digital transformation on Green HRM practices.
- Future researchers can analyse Green HRM practices in small and medium enterprises (SMEs).

Conclusion

Green Human Resource Management has become an essential strategy for organizations seeking long-term sustainability and environmental responsibility. The study concludes that GHRM practices such as green recruitment, training, performance management, and reward systems significantly contribute toward organizational sustainability. By encouraging environmentally responsible employee behaviour, organizations can reduce environmental impact and improve operational efficiency. Although challenges exist in implementing green initiatives, effective planning and management support can help organizations successfully adopt sustainable HR practices. Therefore, Green HRM is not only beneficial for environmental protection but also for organizational growth and competitive advantage.

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