

IS GREEN HRM AFFECTING OUR YOUTH TALENT AN ANALYSIS OF STUDENTS ATTITUDE TOWARDS GHRM

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ABSTRACT

This study delves into the concept of green human resource management (GHRM). So basically, since a few years, the terms "green HRM" and "sustainability" have emerged, and they refer to the incorporation of various HR strategies and "Go-Green" ideas by organizations to simultaneously take steps to reduce paper use, manage waste, use techniques to reduce wastage, and save natural resources for our future generation in this regard. Through GHRM, organizations and its many practices hope to educate individuals about environmental consciousness and dedication to a more resource-adequate, greener future. Through HR activities to enhance sustainable resource utilization, these practices lead to higher efficiencies, lower costs, reduced carbon footprint, and less staff turnover. This study over this concept recommends a serious and continuous work to increase the awareness as well as implementations too, which will affect the environmental performance and will also encourage the institutes and the universities for the more GHRM practices for the further achievements. This paper focuses on more conceptual knowledge about the concept of GHRM and most importantly to know or to understand the attitude of our youth and here youth has been considered as students. After the survey with a few questions have received which will be narrated in the below paper will describe whether it is affecting the talent of our youth or not. To complete this paper the methodology that has been used is both the secondary and the primary method, and both the method helped a lot while covering this paper and have come across with the in-depth knowledge of this newly trended concept of green HRM.

Keywords: HRM, Sustainability, GHRM Practices, Environmental Performance, Green Human Resource Management (GHRM), Green Behavior, GHRM Implementations.

INTRODUCTION

The purpose of the paper is to examine and to know about GHRM at first but also to know whether the GHRM practices are affecting our youth (the students, who is willing to join the corporate world) basically the generation who has started their culture at a young age. Do they really feel the same that GHRM is going to be one of the important aspects in the corporate world? The study's secondary objective was to analyse the allure of organizations as a means by which GHRM practices could be adopted.

It is very important for the sustainability process, which will be reflecting in a continuous manner for all of the resource practice under an organization. The term "green HR" is now having equal importance, which is now increasing significantly in the different business

environments. It represents a number of policies and facts to promote the sustainable use of the resources available within the institutions while focusing on the sustainable environment in general ways. Moving forward, if we talk about the growing interest in environmental issues that so many organizations have shown over the past few years, then we can say that this growing interest has already made the concept of green orientation and the level of focus of attention, which has truly made the organization take initiatives. Moving forward, we can also say that this growing interest has already made the concept of green orientation.

Green Management

Green management entails the practices that produces an environment friendly product and minimizes its impacts on the environment through various activities like green production, green research and development green marketing, packaging supply chain and so many (Bangwal et al., 2017).

GHRM is nowadays increasing attention as they are moving towards green practices in their organizations. It includes all the traditional practices with the update in their policies which is related to the environment and its management so it becomes like:

1. Green training and development
2. Green performance management
3. Green compensation
4. Green employment

It has been observed that industries and corporate enterprises in the aspect of going towards green culture and adopting various environment management practices and its techniques to work in a better way. As is common knowledge, the business world is becoming increasingly globalized in the present day, and the dynamic of the business environment is evolving on a daily basis (Ashford & Cummings, 1983). If we are to be honest about the current state of affairs, we must acknowledge the fact that GHRM is playing a very significant role in each and every facet of the effort to raise awareness among employees regarding the implementation of Go green initiatives at the place of employment. And that is why this research has been done to know the attitude of the students the youth who will be joining the corporate later or sooner, are they really have an idea about the green concept or maybe they really getting the relatable information from the institute or is it really the department provide the basic information to the students for their better understanding towards Green concept in corporate Bombiak, & Marciniuk-Kluska, (2018). There are many reasons for adopting the green concept and some of the major reasons are as follows:

1. Energy utilization
2. Energy consumption costs
3. Social and environmental responsibility
4. Regulatory compliance
5. Stricter regulatory

Organizations are closely scrutinized for the environment and how their commercial operations affect it as environmental issues are receiving more attention, causing businesses to be compelled to adopt green practices. Hence, In order to address the negative consequences of their economic operations, corporations now have an obligation to integrate "green" into their

corporate strategies. In other words, organizations are being closely watched for the environment and the effects of their commercial operations as a result of the repercussions. Green practices are becoming a key strategy and a competitive advantage for businesses in today's corporate world. Companies are facing increased pressure from customers, regulators, and society as a whole to adopt more environmentally sustainable practices. Companies that can demonstrate their commitment to sustainability are often seen as more responsible and can enjoy benefits such as increased customer loyalty, brand reputation, and even lower operational costs. Green practices are therefore becoming increasingly important for companies to maintain a competitive edge in today's business environment. This is due to the fact that green activities have become a source of environmental harm Chamola et al. (2017).

It has been claimed in this approach that implementation of effective green human resource management practices aids organizations in achieving their green goals by fostering positive behavior and attitudes among younger generations. GHRM can help organizations reach their sustainability objectives by incorporating environmentally-friendly practices into their HR policies and initiatives, and promoting a culture of sustainability among employees. This can lead to a reduction in waste, energy consumption, and overall environmental impact, while also enhancing the organization's reputation and competitiveness Dumont et al. (2016).

The GHRM requires understanding the need to strike a balance between industrial development for the purpose of profit and wealth creation so as to protect our natural environment. If we are to keep things in mind for our future generation, we really do need to protect the environment-related resources so that they can thrive on them. It requires technical soundness, good managerial skills, and the ability to influence employees and upper management, and the preservation of knowledge capital in order to make it better and carry it out. The practice should be carried out on every level, including the upper one and the lower one as well, because it is necessary to develop an innovation-focused environment initiative and other programmes that will be HR-focused Gannon et al. (2021).

The implementations of green HR practices need a proper training program which should be aiming at raising the employees, environmental consciousness. The course material should be designed in a way that should entail about the main concept and also the development of green initiatives to foster the innovation for implementing the green HRM in the organization (Ashford & Cummings, 1983).

The purpose of the paper is still to examine and to know about GHRM at first but also to know whether the GHRM practices are touching our youth (the students, who is willing to join the corporate world) basically the generation who has started their culture at a young age and also to study What role individuals are playing in the environmental management of some of the practices and policies of the green HRM concept, and to what extent and how HR policies and practices can improve the environmental performance of enterprises Habib et al. (2021).

In the meantime, just to define the objective of the paper, it is to review the whole study that has been done on the concept of green HRM to highlight the various GHRM initiatives that has been considered by the organization and also to make them present in the light of implementation. Also identified the theoretical framework in which model has been proposed in that order, to identify the challenges benefits are the secondary part of the paper and after all this it was also to recommend the future research on this topic Jabbour & Santos, (2008).

LITERATURE REVIEW

The term Green HRM and its various practices has been evolving since a very long time back in 1972, which basically refers the blend of HR and its various practices in any of the organization 'green concept relates to saving the nature of the earth'. Therefore, the use of policies and other practices to encourage the involvement of the green concept along with their activities in the organizations for the sustainability of the natural resources is what is meant by the term "green HRM." Well we are entering in a green economy and they have different explanations one is for consumer and employee expectations and for the further future changes in environment will require a business to address issues like green concept and the other one is like conscious related to environment and that will increase prominent as we are enter in any period of growth Khan & Muktar, (2020).

GREEN HRM

GHRM is basically pro-environmental HR initiatives and their different practices for the sustainable use of various means in order to ensure efficiency, to reduce amount of wastage, the improved job related attitude. According to, GHRM is the process of making employees with the proper use of resources and policies presented, and this will provide benefit to the individual, the society, the community and for the whole universe”
There are many HRM functions that are associated with the green HRM.

A] Green recruitment and selection:

Green recruitment and selection is another concept of green hrm which refers to the paperless recruitment system in an organization this type of recruitment process the focus aims to environment and its sustainability .in this medium of recruitment the application is seen and viewed through online mode for the hiring process (Ababneh, 2021).

B] Green orientation

The induction and the various other activities and ice breaking sessions should be done in a manner of eco-environment. It should focused more on healthy and clean environment for the employee and also a sensitivity towards the workplace.

C] Green performance management and evaluation

Green practices ought to be included in the Key Performance Index and in the Key Performance Areas of the performance evaluation process, both of which can be taken into consideration for evaluations as well as appraisals.

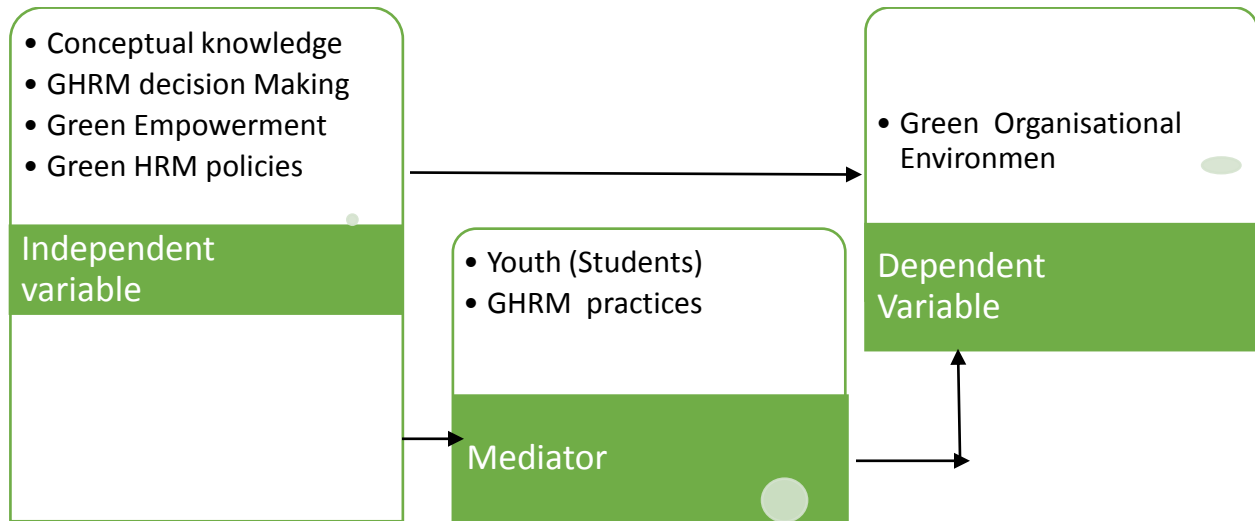
d] Green learning and development

In order to get awareness in green management abilities, several kinds of training and development programmers, workshops, seminars, and presentation sessions should be mapped out or designed. The Programme should raise awareness about all of the issues that are currently occurring, as well as how the circumstance and the essential procedures can bring about some significant adjustments in the issue Loknath & Azeem (2017).

e] Green health and safety management

The primary function of health and safety management in a green environment is to guarantee that every workplace is environmentally friendly. In addition, participants who engage with the natural environment were included in this study Mehta, & Chugan (2015).

Theoretical Framework



**FIGURE 1
PROPOSED MODEL**

Based on the research and every context part the above-mentioned model is what has been proposed during this research. We found the variables (independent and dependent), in which they have their own role to play. Independent variables are Conceptual knowledge GHRM decision making, Green empowerment, and Green HRM policies. Conceptual knowledge impact directly to the Green organization environment. Same as the other variables are also impacting the dependent variables, now mediator is the one which is increasing or decreasing the impact of independents variable on dependent variable, and here the mediators are Youth (students) and GHRM practices Ogbeibu et al. (2021); Paillé et al. (2013).

RESEARCH METHODOLOGY

Data Collection and Sampling

In this study data will be mix of both Primary and secondary both. Whereas the primary data was comprised of a Survey which was focused on the youngsters Students with the certain age group who will be willing to join the corporate world, So the survey questions was prepared accordingly, and the sample size was kept restricted to 100 students, from the different institution and from different cities as well to ensure that the result should be accurate, all the student have been asked to measure their knowledge about different set of GHRM and their practices they are really aware about. The collection of the secondary data was done through literature reviews. There is total 15 question that spared Google questionnaire for understanding of students' attitude. Survey has 12 questions were on 5-point Likert scale from strongly agree to strongly disagree Ren et al. (2017).

ANALYSIS AND FINDINGS

Data Analysis

After a preliminary analysis of the data in SPSS, the reliability is tested with the help of the variables and the determinants question and it is found that the data was reliable Rubel et al. (2021). The value which appeared in the SPSS for the reliability test is mentioned below Table 1.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.793	4

Four items related to the green HRM concept has been taken and the other one was for the green staffing, empowerment, training and rewards are pointed in the test because they seem the major role player in the whole research the above-mentioned table provides the detailed results about the reliability concept Shen et al. (2016). To check the reliability of data for the study and its concepts, we used Cronbach's α as measures. The Cronbach's α value for respective scales are presented in Figure 1.

Now coming forward it's important to find the correlation of the terms that has been proposed as the questionnaire was floated on the basis of the independent and dependent variable.

		Green Staffing	Selective	Green training	Green Empowerment	Green rewards
[Green Staffing]	Pearson Correlation	1		.720**	.425**	.219*
	Sig. (2-tailed)			.000	.000	.028
	N	100		100	100	100
[Green training]	Pearson Correlation	.720**		1	.673**	.373**
	Sig. (2-tailed)	.000			.000	.000
	N	100		100	100	100
[Green Empowerment]	Pearson Correlation	.425**		.673**	1	.584**
	Sig. (2-tailed)	.000		.000		.000
	N	100		100	100	100
[Green rewards]	Pearson Correlation	.219*		.373**	.584**	1
	Sig. (2-tailed)	.028		.000	.000	
	N	100		100	100	100
**Correlation is significant at the 0.01 level (2-tailed).						
*Correlation is significant at the 0.05 level (2-tailed).						

Variables	Correlation	significance
Green empowerment	.425	.0
Green Staffing	1	0

Interpretation

The correlation table 1 have mentioned two variables in the boxes in order to find out the relationship equation of the variables in this table it shows that the value of the variables is opposite to each other in which green empowerment is (.425) and whereas the green staffing is (1) in these variable one is increasing and the other one is decreasing which represents the positive correlation between the two variables Taylor (1992).

Variables	correlation	significance
Green training	.720	.373
Green rewards	.219	1

Interpretation

The correlation table 1 have mentioned consist of again the two remaining variables green training and green rewards, and here the value is again in the state of increase and decrease which shows the correlation of the different variable, still it's a moderate one but connected toward the concept. In this test no hypothesis has been created as it was not supposed to prove anything, but to understand the variables and their behavior which each other through a statistical tool called SPSS.

Findings

The findings after the research have different aspect to look up to and it somewhere suggested the green HRM practices are only source to encourage the employees and as well as the youth who will be our future of corporates somewhere , it is very much important to have a deep knowledge of the green concept and how it works a better understanding of the terms can be helpful for the corporate sectors to operate better ad in effective way, so in this research paper we supposed to be find whether the Ghrm is affecting the youth and it talents what exactly is the behavior of the students (youth) so the research was solely focused on the students Zhang & Zhao (2012).

So after the survey it is been found that total 60% of the student feel that the little bit of green empowerment and the knowledge could be beneficial for the, which will be judged by the performances and the given target by the organizations, in the survey we found that if the lessons, training, proper implementations would be given on the institutional basis then it will automatically affect their talent positively.

The results suggest that the student's attitude is more important towards the implementation of GHRM. Most of the students are giving a positive effect to this research that

it will affect positively towards their talent and it will empower their conceptual knowledge and all the other mentioned variables. Results also suggest that the performance of any new joiner will be influenced more by the green practices. So that the new joiner would have a proper set of training and induction regarding the green practices. This study links between the HRM practices in higher education can be turning point for the organizational the study focuses on a greater passion for the environment among student to know the basics about the green concept and its implementations.

CONCLUSION

The objective of this paper is to provide a better understanding and knowledge about the concept of green GRM and its various practices and policies with special concern to our youth. One of the goals is to determine the level of knowledge of green HRM among youth (students) and to develop a framework that is applicable to all aspects of this research.

Analysis of the results and the findings after a survey it is somewhere confirmed that yes GHRM practices affect the youth and their talent in a positive way. The implementations of the practices in terms of their quality of productivity as in profitability of the organization.

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