

A STUDY ON AWARENESS OF GREEN HRM PRACTICES AMONG THE STUDENTS OF ARTS AND SCIENCE COLLEGE IN KANCHIPURAM DISTRICT

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ABSTRACT

Increasing Population and changes in Lifestyle leads to many environmental problems. Higher education can play an important role in the sustainable development of any nation. The most predominant issue of the present world scenario is environmental sustainability and the role of higher educational institutions in relation to environmental sustainability. Higher education system can impart the knowledge of prevention of deterioration of our Ecosystem in the minds of students who are to be future citizens of our nation. This paper examines the awareness of Green HRM practices among the students of Arts & Science College in Kanchipuram district and the green initiatives taken by the colleges in implementing the Green HRM Practices. Nearly 60 respondents were taken as samples for this study.

Keywords: Role of Higher education, Environmental protection, sustainable development.

Introduction

Definition of Green Human Resources Management

It refers to the policies, practices, and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business (Opatha & Arulrajah, 2014).

Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability” (Marhatta & Adhikari)

Meaning of Green HRM

Green HRM is a "phenomenon relevant to understanding the relationships between organizational activities affecting the natural environment and the design, development, implementation and impact of HRM systems". Green Human Resources Management (GHRM) can be defined as a set of policies, practices, and systems that stimulate the green behavior of a company's employees in order to create a resource-efficient, ethically aware, and environmentally conscious organization.

Significance of Green HRM

Today, the need for green HRM is important all over the world. Each person's environmental awareness guides their lifestyle and environment. Core employees engage in green HR management due to its importance and necessity in today's workplace. The corporate world is one of the key contributors to many environmental issues, and companies has to justify the reason why these hazards occur. Thus, the Sustainability of our planet is greatly supported by modern environmentally friendly human resources management practices.

Today's organizations and educational institutions need a Green HRM for many reasons.

1. Protect environmental aspects such as global warming, climate change, energy crisis, etc., so that work is meaningful and the workplace is safe and healthy both inside and outside the organization.
2. Direct, educate and encourage employees and students, both financially and non-financially, to carry out their activities in an environmentally sustainable manner.
3. Improve the company's level of environmental protection through certain HR functions such as training, employee empowerment and environmental management system.

4. Motivate employees, engage (employees) in corporate environmental management activities and develop green talent and provide opportunities for employees to be involved in corporate environmental management initiatives and efforts.
5. Provide environmentally friendly products and operations (companies are under increasing pressure for environmentally friendly products and operations), manage corporate environmental programs successfully.

Need for Green HRM in educational institutions

The need to implement HR management in colleges is critically recognized. Colleges have many human resources. Therefore, it is very important to manage them effectively. The HR team plays an important role here. Human resource management can help improve student outcomes. This is due to the participation and motivation of teachers. In addition, the goal of staffing is to make teachers more effective, effective teachers' enable students to improve.

Review of Literature

Higher Education Institutions have the ability to respond quickly to various societal issues, particularly those that are environment-related. At the same time sustainable development through higher education provides a pivotal role in nations building.(Jadhav, 2014)

Higher education institutions involve themselves in community outreach-based research to contribute to a strong knowledge-based economy in their country. These activities can lead to raised wages and productivity, allowing countries to make impressive steps in enhancing social, economic, scientific, technological and political advancements. Such institutions can increase students' competence and familiarize them with their societies' needs favorable for sustainable development (Thierry, 2012).

The majority of businesses have adopted human resource policies that promote environmentally friendly workplaces. As part of a conservation motive, the human resource department has played a critical role of securing the environment (Javed & Cheema (2017)

“The effect of green human resource management on hotel employees' eco-friendly behavior and environmental performance” - This study was done when not much pioneering research had undergone in the hotel industry and the area of research was with a lot of pasture. The study aimed and explored the need to develop the attitude and behavioral sense of workers towards environmental issues through adopting Green HRM measures (Joong, GonKim, Choi, Phetvaroon (2019)

“Green human resource management (GHRM) is defined as the incorporation of green management elements into job design, staffing, training and development, motivation, and maintenance functions of human resource management (HRM) to improve employee pro-environmental behavior, meet employee expectations, and achieve organizational objectives”(Shah, 2019)

“Green HRM can be defined as the portion of the sustainable HRM that engages with the requirements associated with environmental sustainability” (Yusoff, Nejati, Kee and Amran, 2018)

Objectives of the study

- To analyze the level of awareness among the college students regarding Green HRM practices.
- To determine whether the colleges are taking initiative for Green HRM practices in Kanchipuram district.
- To determine if there is difference in perception of implementation of Green HRM practices in the colleges of Kanchipuram district based on students' gender and year of study.

Need for the study

The very crucial need for the present research is to discuss the concept of Green HRM and the students involved and interested in implementing the practices and also how the colleges adapt the same. Further, the paper has made an earnest attempt to study about the awareness of Green HRM and implementation of the same in the colleges in Kanchipuram district.

Methodology of the study

Data source: Primary data sources for this research are both quantitative and qualitative. The secondary data was obtained from reports, the internet, journals, and an assortment of other sources.

Research Approach: Used survey as a research technique

Research tool: The research tool is a structured questionnaire.

Research Instrument: Questionnaire

Type of Questionnaire: Structured.

Type of Questions: Open-ended and Closed-ended questions

Sampling Technique

The respondents selected to complete the questionnaire were chosen at random from the study area, which was the Kanchipuram district, thus the sampling technique used was random sampling.

Sample Design

This study group was selected in part because it was simple to collect a sample and partly because it was possible that students from different colleges of arts and sciences in the Kanchipuram region were aware of green HRM practices.

Limitations of the study

- The study is confined to Kanchipuram district only. The present research results may or may not be generalized for another part of the places due to constraints in other studies.
- The study responses were collected from only the college students of Kanchipuram district.

Data Analysis

To show the demographic profile of the respondents' percentage method is used.

| Particulars | Demographic Profile | Frequency | Percentage |
|-------------|---------------------|-----------|------------|
| Age | 17-19 | 39 | 65% |
| | 20-22 | 21 | 35% |
| Gender | Male | 18 | 30 % |
| | Female | 42 | 70% |
| Year | II | 36 | 60% |
| | III | 24 | 40% |

Table 1: Frequency of Age, Gender and Year of Study

Showing the Demographic Profile of respondents

Source: primary data

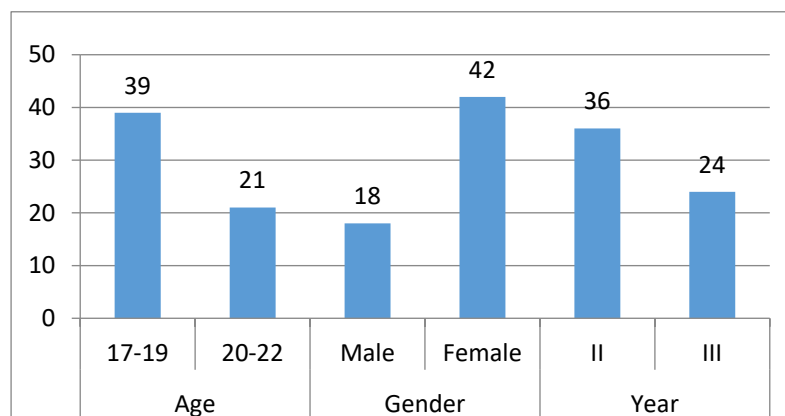


Figure 1: Graph Showing the Frequency of Age, Gender and Year of Study

Showing the Demographic Profile of the respondents

Source: primary data

Interpretation

Table 4.1 and chart 4.1 shows the Demographic Profile of respondents where the majority out of **60 (70%)** of the respondents are female and **(30%)** of the respondents are male. Majority **(65%)** of the respondents belong to the age group from 17-19 whereas **(35%)** of the respondents belong to the age group from 20-22. Majority of

the respondents (**60%**) are undergraduates studying in II year and are III year students from (**40%**) of respondents in arts and science colleges in Kanchipuram district.

To show the awareness of Green HRM practices of the respondents, a percentage method is used.

| Extent of Green HRM practices Awareness | Frequency | Percentage |
|--|------------------|-------------------|
| Some extent | 20 | 33.33% |
| Fully Aware | 40 | 66.67% |
| Total | 60 | 100% |
| All Green HRM Practices | Frequency | Percentage |
| Maybe | 19 | 31.67% |
| No | 16 | 26.67% |
| Yes | 25 | 41.67% |
| Total | 60 | 100.00% |

Table 2: Frequency of HRM Practices and Awareness
Showing the awareness of Green HRM practices among respondents
Source: primary data

Interpretation

Table 4.2 shows the Level of Awareness and whether the colleges’ students in Kanchipuram district have knowledge on practicing Green HRM. It shows (**66.67%**) of the students are very well aware of green HRM practices and (**33.33%**) of the respondents have knowledge to some extent. Majority (41.67%) of respondents claim that all major Green HRM practices are followed in their colleges while 26.67% of students claim some Green HRM practices are followed in their colleges. 31.67% students are ambivalent and are not sure if all HRM Green practices are followed in their colleges.

Only Green HRM practices followed in all colleges surveyed were analyzed further. To determine if the perception of implementation of Green HRM differs among male and female students, a non-parametric Kruskal-Wallis Test was conducted. The results are tabulated below:

| | PPT Classes | Attendance through online | Entering marks through online | Giving notes and practices assignment | Online communication circulation | Digital library | Recycling and waste management |
|-------------|-------------|---------------------------|-------------------------------|---------------------------------------|----------------------------------|-----------------|--------------------------------|
| Chi-Square | 3.254 | 3.03 | 0.803 | 0.203 | 2.81 | 0.005 | 0.803 |
| df | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Asymp. Sig. | 0.071 | 0.082 | 0.37 | 0.652 | 0.094 | 0.946 | 0.37 |

Table 3: Cross Tabulation of Demographic Distribution and Perception Factors

| College transport to reduce pollution | Planting of sapling college campus | Solar panels | Rain water harvesting | Litter free zone | Plastic free campus |
|---------------------------------------|------------------------------------|--------------|-----------------------|------------------|---------------------|
| 1.815 | 0.255 | 0.803 | 1.034 | 0.382 | 0.017 |
| 1 | 1 | 1 | 1 | 1 | 1 |
| 0.178 | 0.613 | 0.37 | 0.309 | 0.537 | 0.895 |

Table 4: Cross Tabulation of Demographic Distribution and Student Factors

Showing the Kruskal -Wallis Test Statistics based on Gender

Data from table 4.3 indicates that none of the Green HRM practices have significance value (Asymp. Sig.) of less than 0.05. It can thus be inferred that there is no significant difference in Green HRM practices implementation based on gender of students at 5% level of significance.

To ascertain if the perception of implementation of Green HRM differs based on year in which students are studying, a non-parametric Kruskal-Wallis Test was conducted. The results are tabulated below:

| | PPT | Attendance | Entering marks | Giving notes and | Online | Digital | Recycling and waste |
|--|-----|------------|----------------|------------------|--------|---------|---------------------|
|--|-----|------------|----------------|------------------|--------|---------|---------------------|

| | Class es | through online | through online | practices assignment | communication circulation | library | <u>management</u> |
|-------------|-------------|-------------------|----------------|-------------------------|------------------------------|---------|-------------------|
| Chi-Square | 8.109 | 0.894 | 9.23 | 3.215 | 13.384 | 9.27 | 6.321 |
| df | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Asymp. Sig. | 0.004 | 0.344 | 0.002 | 0.073 | 0 | 0.002 | 0.012 |

Table 5: Cross Tabulation Green HRM Awareness and Practices

| College transport to reduce pollution | Planting of sapling college campus | Solar panels | Rain harvesting | water | Litter free zone | Plastic free campus |
|---------------------------------------|---------------------------------------|-----------------|--------------------|-------|---------------------|---------------------|
| 3.89 | 0 | 3.962 | 1.371 | | 2.163 | 0.061 |
| 1 | 1 | 1 | 1 | | 1 | 1 |
| 0.049 | 1 | 0.047 | 0.242 | | 0.141 | 0.805 |

Table 6: Cross Tabulation Green HRM Awareness and Practices

Showing the Kruskal -Wallis Test Statistics based on Year of study

It is evident from the table 4.4 that the Green HRM practices of PPT Classes, Entering marks through online, Online communication circulation, Digital library, Recycling and waste management, College transport to reduce pollution and Solar panels are significantly different at 5% level of significance as all these practices have Asymp. Sig. < 0.05.

Findings of the Study

1. Majority out of **60 (70%)** of the respondents are female and **(30%)** of the respondents are male. Majority **(65%)** of the respondents belong to the age group from 17-19 whereas **(35%)** of the respondents belong to the age group from 20-22.
2. Majority of the respondents **(60%)** are undergraduates studying in II year and are III year students from **(40%)** of respondents in arts and science colleges in Kanchipuram district.
3. Level of Awareness and whether the colleges' students in Kanchipuram district have knowledge on practicing Green HRM. It shows **(66.67%)** of the students are very well aware of green HRM practices and **(33.33%)** of the respondents have knowledge to some extent.
4. Majority (41.67%) of respondents claim that all major Green HRM practices are followed in their colleges while 26.67% of students claim some Green HRM practices are followed in their colleges. 31.67% students are ambivalent and are not sure if all HRM Green practices are followed in their colleges.
5. Green HRM practices of PPT Classes, Entering marks through online, Online communication circulation, Digital library, Recycling and waste management, College transport to reduce pollution and Solar panels are significantly different from each other.

Suggestions

1. The majority of students in the Kanchipuram district are conscious of the Green HRM practices that are implemented in their colleges, but they ought to apply them in everyday activities.
2. Students who are knowledgeable about Green HRM practices should inspire others and instill a passion for protecting the ecosystem.

Conclusion

The research is seminal as far as Kanchipuram colleges are concerned. The research brought forth the fact that in Kanchipuram district, the majority of students are fully aware of Green HRM practices and majority of colleges follow Green HRM practices. The students' perception of implementation of Green HRM practices differed based on their year of study. Knowledge about Recycling and waste management, using public transport instead of private vehicles, engaging in other environmentally conscious behaviors may help to reduce pollution, which in turn creates a sustainable society.

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