

AWARENESS ABOUT GREEN HUMAN RESOURCE MANAGEMENT (GHRM) AMONG HR PROFESSIONALS OF PRAHALADNAGAR, AHMEDABAD

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Abstract

Green Human Resource Management is crucial to make employees understand the intricacies of sustainability and its importance. The research paper revolves around the various aspect of green human resource management, which include a basic understanding of GHRM, awareness among the HR, and what policies and practices are implemented by the organization. Industrialization is a boon as well as a threat that is leaving behind a huge carbon footprint. And thus, there is a greater need for green HRM practices. Green HRM entails utilizing all employee interfaces in a way that encourages and upholds sustainable business practices while also raising awareness. Hence, by the end of the research paper, the study would address awareness among HR, the potential future of various GHRM functions, and the efforts of HR to make firms green.

Keywords Used- Green Human Resource Management, Awareness, Implementation, Sustainability.

Introduction

Green HRM was coined by Wehrmeyer in the year 1996. The revolutionary green movement bring forth Green HRM, but only a few of many knew about the concept and has the knowledge for the same.

Managing and strategizing sustainable business methods along with considering green practices is what green HRM is. Ramachandran defines “Green HRM as the integration of environmental management into human resources management”. The term green HRM mostly refers to the contribution of HRM policies and practices towards the broader corporate environmental agenda. Anjana Nath defines “Green HR as environment-friendly HR initiatives that lead to better efficiencies, less cost, and heightened employee engagement”.

An organization's important asset or resource is its employees, so the organization runs smoothly. Thus, creating an environment where employees understand the cause and they themselves are active participants in a culture would surely bring an impact and the lead here is taken by the HRs of the company. There are several reasons why organizations should prioritize greening HRM.

Firstly, it is crucial for organizations to contribute to environmental sustainability, which is essential for the survival of our planet. By incorporating sustainable practices into HRM, organizations can reduce their carbon footprint and promote a cleaner environment.

Secondly, employees, today are more environmentally conscious than ever before. Organizations can attract and retain employees who share the same values by demonstrating a commitment to environmental sustainability.

Thirdly, greening HRM can lead to cost savings for organizations. For example, by promoting remote work and reducing travel, organizations can save on transportation costs and reduce their environmental impact.

Finally, many countries and regions have environmental regulations that organizations must comply with. By integrating sustainable practices into HRM, organizations can ensure compliance with these regulations and avoid legal and financial penalties.

Overall, greening HRM is an essential step that organizations can take to promote environmental sustainability, attract and retain employees, save costs, and comply with regulations.

Green HRM in practice

To understand the practices it is examined in the context of two prominent theories: the AMO (Ability, Motivation, Opportunity) theory and the Social Identity theory. The AMO theory suggests that employee performance is influenced by their ability, motivation, and opportunity to perform. In the context of GHRM, this theory implies several aspects:

Developing employees' green competencies: GHRM practices aim to identify and enhance employees' knowledge and skills related to sustainability. This includes providing training and development opportunities to build their capacity to engage in green behaviors.

Green performance appraisal and rewards: GHRM emphasizes the importance of establishing systems for evaluating and rewarding employees' green performance. This can serve as a motivator for employees to engage in environmentally responsible behaviors and contribute to sustainable outcomes.

Workplace flexibility, autonomy, and participation: GHRM practices also focus on offering employees a supportive work environment that allows for flexibility, autonomy, and participation in decision-making processes. This can enhance employees' motivation and sense of ownership in adopting green behaviors and initiatives within the workplace.

In addition to the AMO theory, GHRM practices are also analyzed through the lens of the Social Identity theory. This theory highlights the influence of social group memberships on individual behavior. In the context of GHRM, it suggests that fostering a sense of shared identity and belongingness among employees towards sustainability goals can promote their engagement in green behaviors and initiatives.

The social identity theory suggests that individuals form their self-identity based on their membership in certain groups, such as age, gender, or organizational affiliation. In the context of GHRM, this theory proposes that employees who develop a strong sense of green identity at work, regardless of their direct involvement in green practices, are likely to adopt

environmentally conscious behaviors. Consequently, these behaviors can have a positive impact on their organizations' environmental performance and sustainability outcomes.

According to the social identity theory, when employees identify themselves as part of a green-oriented organization or share a common environmental purpose, they are more inclined to support and engage in environmentally concerned behaviors. This identification can be fostered through various means, such as promoting environmental values, providing sustainability training, and creating a supportive work environment that encourages eco-friendly initiatives. When employees embrace a green identity, they are more likely to align their behaviors with environmental goals and contribute to the organization's sustainability performance. Their actions may include conserving resources, reducing waste, promoting sustainable practices, and encouraging others to adopt environmentally friendly behaviors. As a result, organizations that cultivate a strong green identity among employees can enhance their overall environmental performance.

The aim of the research is to get real-time insights, into HR professional's awareness of the current level of understanding and implementation of green practices. By embracing Green HRM principles, HR professionals can contribute to environmental sustainability, create a positive impact on employee engagement, and drive the organization toward a greener and more sustainable future.

Literature Review

(Bangwal, 2015) research aims to study the integration of Environment Management and Human Resources Management (HRM) and explore the impact of Green HRM practices on environmental performance and employee engagement in greening initiatives. This research employs a mixed-methods approach, combining quantitative and qualitative research methods, to explore the topic of "Employee's awareness of Green Human Resource Management (HRM) Practices." The conclusion of the article is the implementation of Green HRM practices within organizations can significantly impact employee behavior and practices towards the environment. By creating green awareness, encouraging employee participation in environmental initiatives, and promoting sustainable practices, Green HRM fosters willingness, inspiration, and commitment among employees to contribute to the greening of their organization. The positive outcomes of Green HRM include increased efficiencies, sustainable resource utilization, improved job-related attitudes, work-life balance, cost reduction, enhanced employee performance, and retention.

(Aggarwal, 2015) objective of this study is to explore the activities and practices undertaken by HR departments in different companies to reduce carbon footprints and promote Green HRM. The study aims to investigate the strategies employed by HR departments to achieve sustainability goals, reduce environmental impact, and contribute to a greener work environment. The study used a qualitative research approach, utilizing a literature review and case studies of HR departments in various companies. The literature review focused on existing research on Green HRM and its implications for reducing carbon footprints. The findings of the study highlight that HR departments in many companies are increasingly adopting Green

HRM practices to reduce carbon footprints and promote environmental sustainability. The activities practiced by these departments include promoting energy efficiency, waste reduction, recycling and reuse, telecommuting and virtual meetings to reduce travel, and implementing wellness programs for employees.

(Mamun, 2019) studies aim to provide a framework and core components of Environmental HRM practices, highlights the importance of Asian economic development in environmental management research, and analyze managerial practices that can contribute to the goals of Green HRM and enhance environmental competitiveness. The research methodology employed in this study consists of both quantitative and qualitative methods. The primary focus is on quantitative research, utilizing descriptive statistics and logistic regression analysis. The study conducted in Bangladesh reveals that while HR managers in various industries are aware of Green Human Resource Management (HRM), proper implementation of Green HR activities is lacking in organizations. However, there is a strong desire among organizations to adopt Green HR policies in the near future. Foreign training and seminars play a significant role in increasing awareness of Green HRM among HR managers at different levels.

(Kapil, 2015) objective of the mentioned studies is to highlight the importance of green human resource management (GHRM) in promoting environmental sustainability within organizations. The research methodology used in the article is based on the information provided, it can be inferred that the studies may have utilized a combination of qualitative and quantitative research methods. The studies suggest that the future of Green HRM holds promise for all stakeholders involved in HRM. Employers and practitioners can recognize the value of linking employee involvement in environmental management programs to improved organizational environmental performance. By focusing on encouraging green practices and promoting employee participation, green HR efforts can contribute to the evolution and development of green management.

(Malik, Pathways towards Sustainability in Organizations: Empirical Evidence on the Role of Green Human Resource Management Practices and Green Intellectual Capital, 2020) objective of this study is to examine the relationship between green human resources (green analysis and job description, green recruitment and selection, green training, green performance evaluation, and green rewards) and green intellectual capital (green human capital, green structural capital) on sustainable performance (environmental, social, and economic) in the context of manufacturing firms in Pakistan. The research methodology employed in this study involves data collection from manufacturing firms in Pakistan to explore the relationship between green HRM practices, green intellectual capital, and sustainable performance. Both quantitative and qualitative research methods are utilized to gather relevant data. Surveys, interviews, and analyses of organizational documents are conducted to obtain comprehensive insights into the subject matter. Based on the findings of this study, it can be concluded that the implementation of green HRM practices and the development of green intellectual capital contribute to achieving

sustainability in manufacturing firms. The study emphasizes the need for HR managers to prioritize candidates with environmental knowledge and awareness.

(Mousa, 2020)_Green Human Resource Management (GHRM) has emerged as a contemporary management trend that integrates environmental management (EM) and sustainable performance to enhance organizational outcomes. This study aimed to investigate the influence of the Green Human Resource Management (GHRM) bundle on the pillars of sustainability, including environmental performance (EP), economic performance (E.cP), and social performance (SP), within Palestinian healthcare organizations. The objective was to gain a deeper understanding of how the implementation of the GHRM bundle can contribute to enhancing sustainable performance in the healthcare sector. Additionally, the research assessed the level of GHRM bundle implementation and its potential in fostering a green culture in this critical service industry. The results indicated that the adoption of GHRM practices in Palestinian healthcare organizations was moderate.

(Sarode, 2016) Green HRM is increasingly recognized as a vital component in the context of the Save Earth Planet movement. (Shaikh, 2014) emphasizes its role in image branding and implementing Green Audit ISO 14000. (Ahmad, 2015) highlights the need to align HR policies with Green HRM for sustainable development. (Arulrajah, 2014) discuss the significance and attributes of Green HRM. This study aims to explore the importance and benefits of Green, it also focuses on image branding, sustainable development, and its impact on individuals, society, and businesses. A comprehensive analysis was done to provide insights into its potential as a strategic approach for organizations. This study contributed to understanding Green HRM and its potential benefits for organizations seeking sustainable practices.

(Yusof, 2015) Green HRM involves integrating environmental sustainability principles into HRM processes and strategies. This study explores the concept of Green HRM by examining practices in large multinational companies (MNCs) in Malaysia.

This study aims to understand how organizations define and implement Green HRM. It specifically focuses on MNCs in Malaysia and their approaches to incorporating sustainability and green initiatives into HRM functions.

The study conducted four face-to-face interviews with HR heads of MNCs in Malaysia. Participants were selected based on personal contacts and the likelihood of formalized Green HRM practices. Interview questions were emailed in advance for thoughtful responses. Interviews were digitally recorded and transcribed, and data were independently analyzed by a research team to identify recurring themes and concepts.

The findings reveal that Green HRM practices span various HR functions, including talent acquisition, compensation, performance management, training, and employee relations. Key approaches include hiring environmentally conscious candidates, providing environmental management training, and integrating sustainability indicators into performance management systems. Organizations should also encourage employee participation in green initiatives and promote work-life balance. Technology, particularly

e-HRM, plays a significant role in facilitating efficient HR processes and aligning with sustainability goals.

Research gap

The research gap in this study pertains to the limited understanding of HR professionals regarding the awareness and implementation of Green Human Resource Management (GHRM) practices. While the importance of integrating environmental sustainability into HR functions is widely recognized, there is a need of comprehensive research specifically examining the level of awareness and understanding of GHRM practices among HR professionals.

Although some literature exists on sustainable HRM and the advantages of adopting green practices within organizations, empirical studies that specifically investigate the awareness of GHRM among HR professionals are scarce. Thus, this study aims to address this research gap by focusing on assessing the awareness levels of GHRM practices among HR professionals.

Research Methodology

This study aims to examine the level of awareness and understanding of Green Human Resource Management (GHRM) practices among HR professionals in organizations. The research methodology will employ a quantitative survey approach to gather data and analyze the awareness levels of HR professionals regarding GHRM practices.

Research Design

The study will adopt a cross-sectional design, collecting data at a specific point in time to assess the awareness of HR professionals regarding GHRM practices. A structured questionnaire is used to gather quantitative data from the participants.

Sample Selection

The sampling strategy will involve targeting HR professionals from various organizations across different industries.

Data Collection

The data collection process will involve distributing the questionnaire to the HR professionals. The questionnaire will consist of items designed to assess the participant's awareness and understanding of GHRM practices, including their knowledge of environmental sustainability initiatives, their familiarity with GHRM strategies, and their perception of the importance of integrating green practices into HR functions.

Data Analysis

Descriptive statistics will be used to summarize the data, including calculating the mean, median, standard deviation, n, and Percentage.

Frequency distributions will be generated to understand the distribution of responses and identify any trends or patterns.

The following will be determined using SPSS Software.

Limitations

The study's limitations may include the potential for self-reporting bias and the generalizability of the findings to a broader population.

By employing a quantitative survey methodology, this research aims to provide insights into the current level of awareness and understanding of GHRM practices among HR professionals.

The findings will contribute to the existing literature on sustainable HRM and can inform organizations in their efforts to promote green practices within their HR departments.

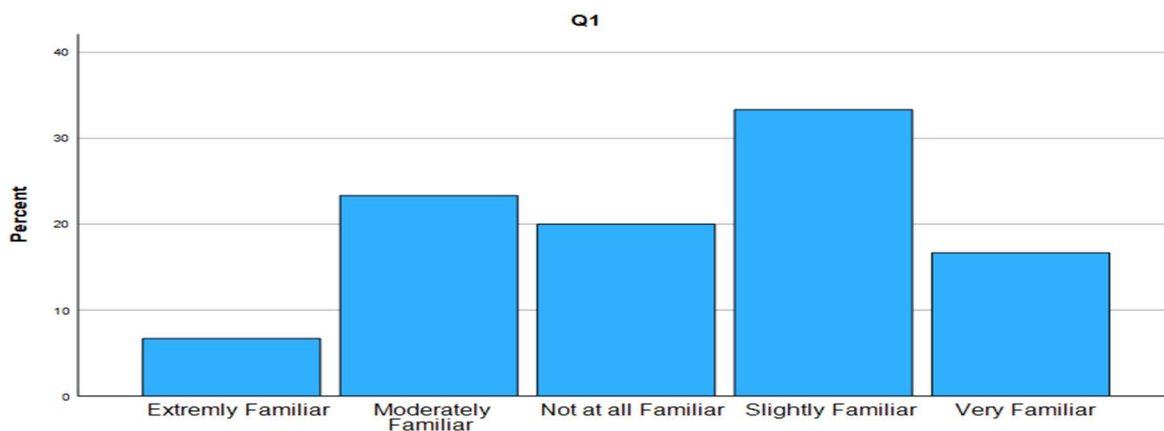
Findings

The findings of the study are that reliability statistics was 0.878 which represents that the scale has produced consistent results and is reliable.

		Statistics										
		Education_qualification	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
N	Valid	30	30	30	30	30	30	30	30	30	30	30
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		1.0667	3.3000	2.6667	2.9667	2.8667	3.7667	3.3667	2.7333	2.4000	2.6667	1.6667
Median		1.0000	3.5000	2.0000	3.0000	3.0000	4.0000	4.0000	3.0000	2.0000	3.0000	2.0000
Std. Deviation		.25371	1.20773	1.34762	.88992	.89955	1.04000	1.09807	.82768	.96847	.75810	.71116
Variance		.064	1.459	1.816	.792	.809	1.082	1.206	.685	.938	.575	.506
Percentiles	25	1.0000	2.0000	1.7500	2.0000	2.0000	3.0000	2.0000	2.0000	2.0000	2.0000	1.0000
	50	1.0000	3.5000	2.0000	3.0000	3.0000	4.0000	4.0000	3.0000	2.0000	3.0000	2.0000
	75	1.0000	4.0000	4.0000	4.0000	4.0000	4.2500	4.0000	3.0000	3.0000	3.0000	2.0000

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Familiar	2	6.7	6.7	6.7
	Moderately Familiar	7	23.3	23.3	30.0
	Not at all Familiar	6	20.0	20.0	50.0
	Slightly Familiar	10	33.3	33.3	83.3
	Very Familiar	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

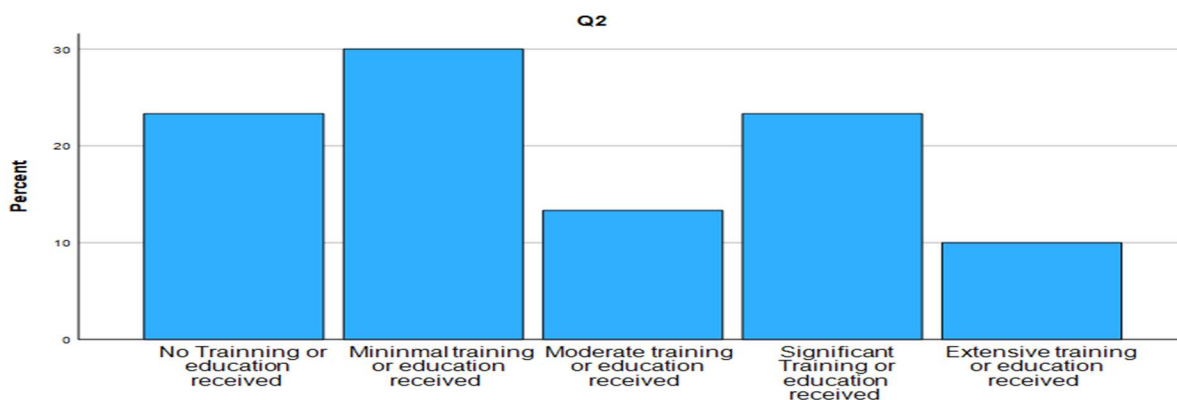


- The study reveals several key findings regarding the awareness and adoption of Green Human Resource Management (GHRM) practices among HR professionals. Firstly, a significant proportion of the participants (80%) are familiar with the term green HRM.

Q2

Frequency	Percent	Valid Percent	Cumulative
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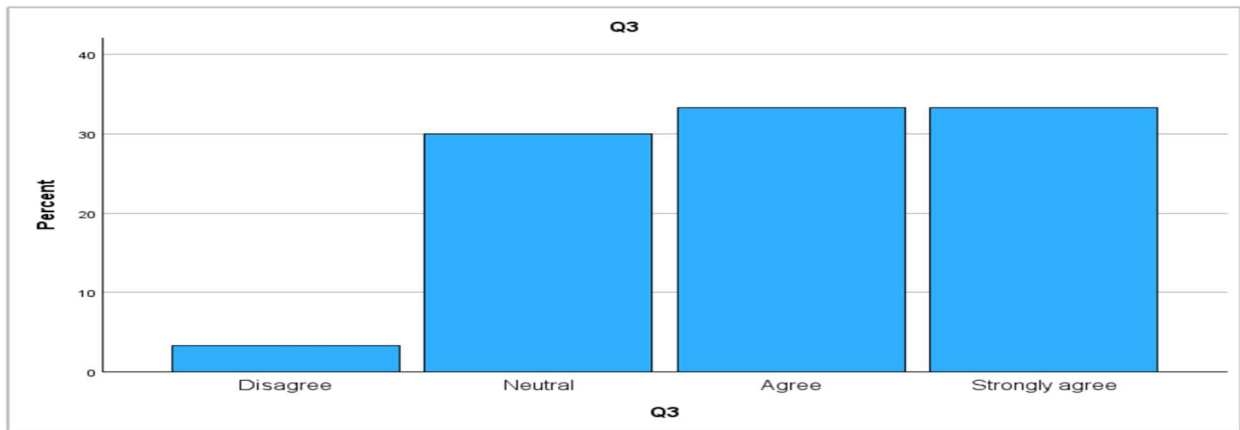
					Percent
Valid	No Training or education received	7	23.3	23.3	23.3
	Minimal training or education received	9	30.0	30.0	53.3
	Moderate training or education received	4	13.3	13.3	66.7
	Significant Training or education received	7	23.3	23.3	90.0
	Extensive training or education received	3	10.0	10.0	100.0
	Total	30	100.0	100.0	



The statistics also depicts that around 76.6% HRs has received education or training for the same, which also means the percentage of HR professionals who have received education or training suggests that organizations are actively investing in imparting knowledge and skills related to Green HRM. This can be seen as a positive sign, as it indicates a growing recognition of the importance of integrating environmental sustainability into HR practices

Q3

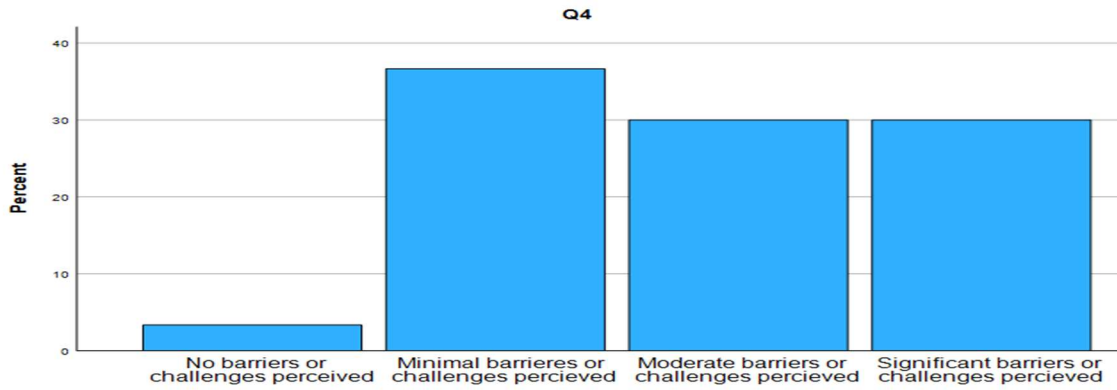
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	9	30.0	30.0	33.3
	Agree	10	33.3	33.3	66.7
	Strongly agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	



It can be interpreted that a significant majority of HR professionals (96.6%) believe that Green HRM can contribute to the overall sustainability of an organization. The overwhelming agreement among HR professionals regarding the contribution of Green HRM to sustainability is encouraging. It signifies a shared understanding of the role HR can play in promoting environmental responsibility and aligning organizational goals with sustainability objectives.

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No barriers or challenges perceived	1	3.3	3.3	3.3
	Minimal barriers or challenges perceived	11	36.7	36.7	40.0
	Moderate barriers or challenges perceived	9	30.0	30.0	70.0
	Significant barriers or challenges perceived	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

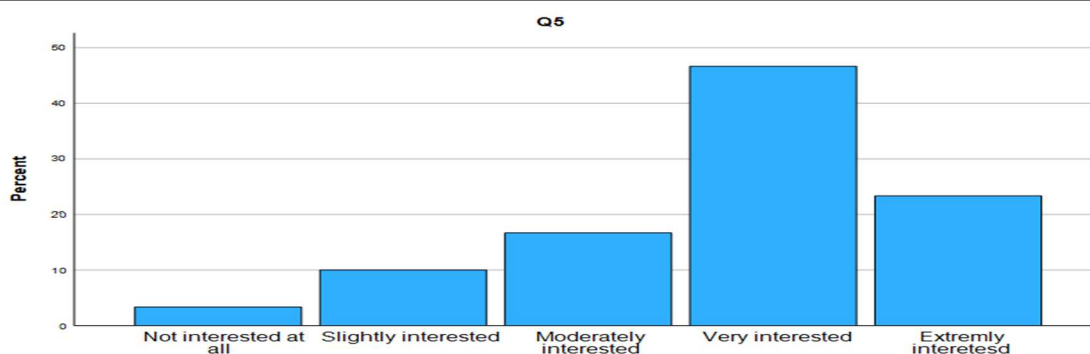


The high percentage of HR professionals who perceive barriers or challenges suggests that there are various factors that can hinder the successful implementation of Green HRM practices. These barriers could include resistance from employees, lack of resources or support from top management, inadequate knowledge or skills, and organizational culture that is not conducive to environmental sustainability.

The perception of barriers or challenges among HR professionals highlights the need for addressing these obstacles in order to effectively integrate Green HRM practices. It indicates the importance of overcoming these challenges through strategies such as employee training, stakeholder engagement, policy development, and creating a supportive organizational environment.

Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested at all	1	3.3	3.3	3.3
	Slightly interested	3	10.0	10.0	13.3
	Moderately interested	5	16.7	16.7	30.0
	Very interested	14	46.7	46.7	76.7
	Extremely interested	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

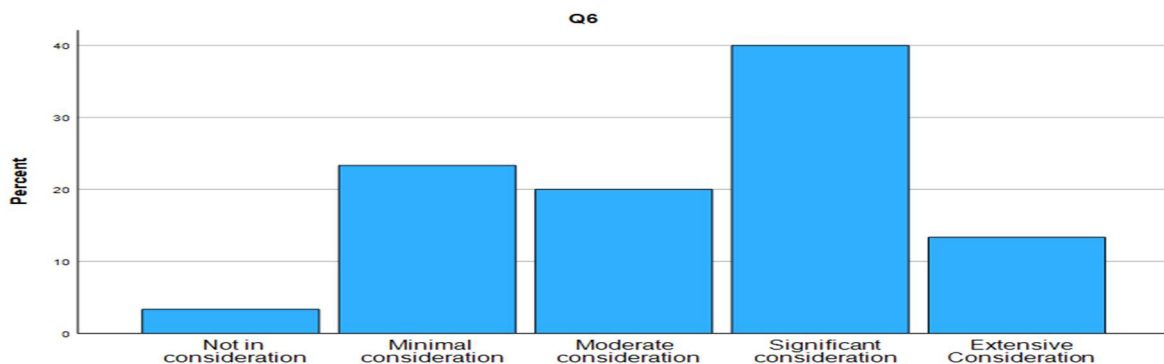


The statistics indicate that a significant majority of HR professionals (96.6%) expressed their interest in learning more about Green HRM and its potential benefits. This high percentage reflects a strong curiosity and eagerness among HR professionals to acquire additional knowledge and understanding of Green HRM practices.

The high level of interest in learning more about Green HRM suggests that HR professionals recognize the value and importance of integrating environmental sustainability into HR strategies. They are likely motivated to enhance their expertise in this area to effectively contribute to their organizations' sustainability goals.

Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not in consideration	1	3.3	3.3	3.3
	Minimal consideration	7	23.3	23.3	26.7
	Moderate consideration	6	20.0	20.0	46.7
	Significant consideration	12	40.0	40.0	86.7
	Extensive Consideration	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

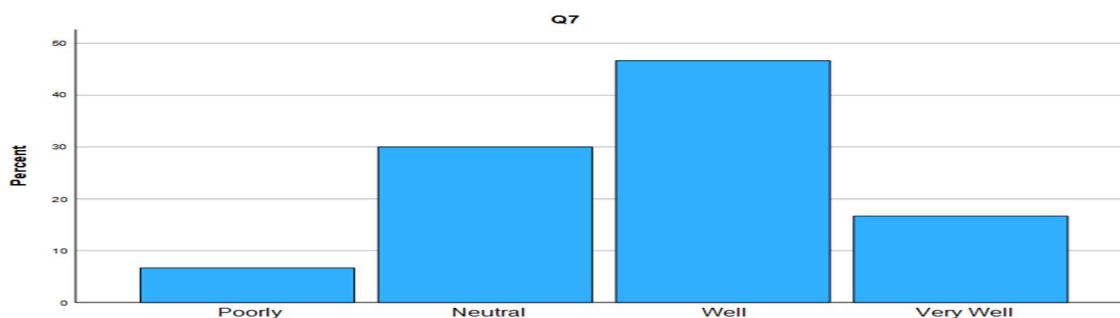


Furthermore, the study found that (96.3%) of HR professionals reported that their organization involves GHRM in its decision-making processes. This suggests that GHRM is considered an integral part of organizational decision-making, highlighting the recognition of its importance in shaping overall strategic initiatives.

Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poorly	2	6.7	6.7	6.7
	Neutral	9	30.0	30.0	36.7
	Well	14	46.7	46.7	83.3
	Very Well	5	16.7	16.7	100.0

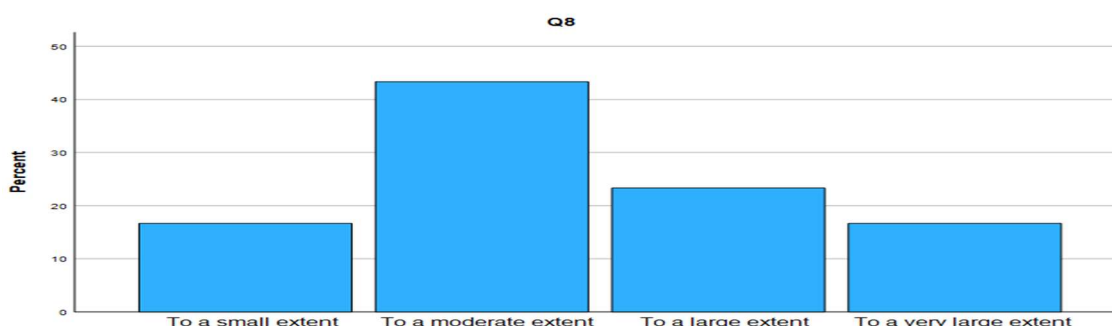
Total	30	100.0	100.0	
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In terms of talent acquisition and recruitment processes, the findings indicate that 63.4% of the surveyed HR professionals integrate environmental sustainability into these processes. This implies that organizations are actively seeking candidates who align with environmentally friendly practices and values, demonstrating a commitment to sustainability from the early stages of employee selection.

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To a small extent	5	16.7	16.7	16.7
	To a moderate extent	13	43.3	43.3	60.0
	To a large extent	7	23.3	23.3	83.3
	To a very large extent	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

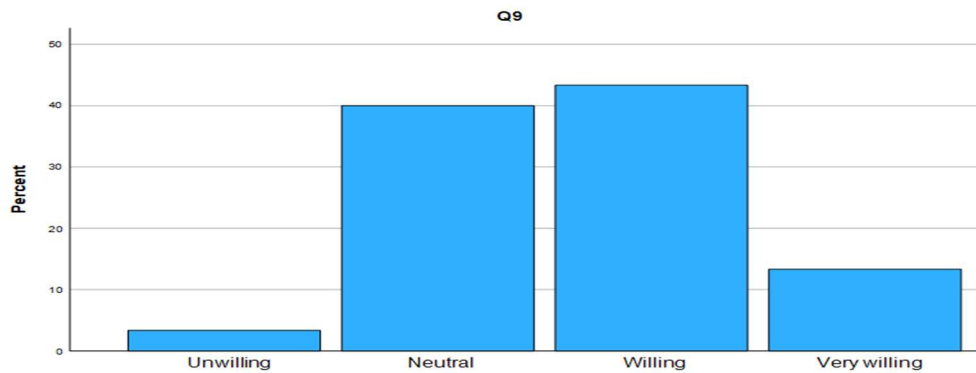


- The study also reveals that a large proportion of HR professionals actively promote environmentally friendly practices among employees, such as recycling, energy conservation, and sustainable commuting. This finding underscores the role of HR professionals in driving and fostering a culture of sustainability within organizations, influencing employees to adopt eco-friendly behaviors.

Q9

	Frequency	Percent	Valid Percent	Cumulative Percent
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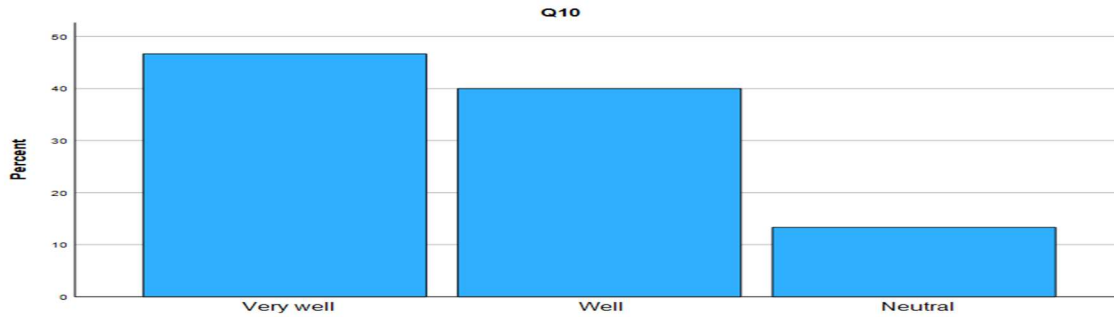
Valid	Unwilling	1	3.3	3.3	3.3
	Neutral	12	40.0	40.0	43.3
	Willing	13	43.3	43.3	86.7
	Very willing	4	13.3	13.3	100.0
	Total	30	100.0	100.0	



- Moreover, 96.6 % of the respondents indicated that employees in their organizations are willing to actively participate in and support Green HRM initiatives. This highlights the positive attitude and willingness of employees to engage in environmentally sustainable practices, potentially contributing to the success of GHRM implementation.

Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	14	46.7	46.7	46.7
	Well	12	40.0	40.0	86.7
	Neutral	4	13.3	13.3	100.0
	Total	30	100.0	100.0	



- Additionally, the study reveals that a multitude of the HRs professionals reported allocating resources, such as budget and time, for the implementation of Green HRM initiatives. This suggests that organizations recognize the importance of dedicating resources to support the integration of GHRM practices, further emphasizing their commitment to environmental sustainability.

The HRs also provided the following examples practiced by them for Green HRM initiatives:

1. Complete shift to e-mode, eliminating paper usage entirely.
2. Introduction of car-sharing programs and virtual interviews.
3. Creation of an eco-friendly attitude among employees.
4. Adoption of online work practices and paperless recruitment processes.
5. Integration of major HR processes through an employee portal.

In summary, the study reveals that there is a significant awareness and interest in Green Human Resource Management (GHRM) practices among HR professionals. Organizations are actively involving GHRM in decision-making, integrating sustainability into recruitment processes, promoting eco-friendly practices, and allocating resources for GHRM initiatives. Employees also show a willingness to participate in and support GHRM efforts. These findings indicate a positive trend towards incorporating environmental sustainability into HR practices, highlighting the potential for creating greener and more sustainable organizations.

The research paper explored the concept of Green Human Resource Management (GHRM) and its importance in promoting sustainability within organizations. It focused on the level of awareness and understanding of GHRM practices among HR professionals, particularly in Prahaladnagar, Ahmedabad.

Conclusion

The findings from the literature review highlighted the positive impact of implementing GHRM practices, including increased efficiencies, sustainable resource utilization, improved job-related attitudes, cost reduction, and enhanced employee performance and retention. Several studies emphasized the need for HR departments to adopt green practices, such as promoting

energy efficiency, waste reduction, recycling, telecommuting, and implementing wellness programs.

The research methodology employed a quantitative survey approach to assess the awareness levels of HR professionals regarding GHRM practices. The data collected will provide insights into the current level of understanding and implementation of GHRM practices in Prahaladnagar, Ahmedabad.

The research paper acknowledges the research gap regarding the limited understanding of HR professionals regarding GHRM practices. By addressing this gap, the study aims to contribute to the existing literature on sustainable HRM and provide valuable insights for organizations seeking to promote green practices within their HR departments.

In conclusion, embracing GHRM principles can lead HR professionals to play a crucial role in creating a positive impact on employee engagement, driving organizations toward a greener and more sustainable future.

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Annexures

1. How familiar are you with the concept of Green HRM (Human Resource Management)?
2. To what extent have you received training or education on Green HRM?
3. How strongly do you believe that Green HRM can contribute to the overall sustainability of an organization?
4. To what extent do you perceive barriers or challenges in implementing Green HRM practices in your organization?
5. How interested would you be in learning more about Green HRM and its potential benefits?
6. To what extent Green human resource planning involves in your organizational decision-making?
7. How well do you feel your organization integrates environmental sustainability into its talent acquisition and recruitment processes?
8. To what extent does your organization promote environmentally friendly practices among employees (e.g., recycling, energy conservation, sustainable commuting)?
9. How willing are employees in your organization to actively participate in and support Green HRM initiatives?
10. How well does your organization allocate resources, such as budget and time, for the implementation of Green HRM initiatives?
11. Can you provide examples of Green HRM initiatives or practices that you are familiar with or have come across?(open-ended question)