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Concept of Green HRM in Banking Industry

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Abstract: The aim of this study is to observe the significance of “GREEN” in human resource function by latest environmental friendly solution and projected development of new model of green human resource management .The services of banking industry increasing day by day at global level so it becomes necessary to discover green practices in banking as well as in an environment. This study focused on various green HRM practices followed by the banking industry. The study mainly focused on the various green HRM practices and the relationship between banking social responsibility and the green human resource management. And the study extended giving suggestions to the human resource department about initiatives to make the banking industry green and utilization from those values.

I. INTRODUCTION

In India a large population country it becomes necessary to viewing interest in environment concerns in service industry like banking as well as any business industry. Now a day the go green policies are implementing in each sectors to reduce environmental issues. In human resource management, the green policies are developed to save from harm their resource for future enlargement of the banking industry along with humanity too. Indian Banking Industry now aware that they put up a popular social morals and green sense of reliability where banking industry responsibility is not just a brand building tool to have, but it has enlarge into a basic instrument for banking. The HR functions enlarge into the environment sustainability within the banking by aligning its practices and policies with sustainability goals reflecting an eco-focus. The HR policy must replicate and motivate the ambitions of HR team and other employees, aligning with the bank policy, principles and civilization, issue sustainable proceeds to investors, address customer needs, identify and respond to emerging social trends, respond to governmental and rigid expectations and manipulate the public policy agenda. Green HR is the use of HR policies to give confidence the sustainable use of resources within banking industry and more generally promotes the source of environmental sustainability. Green management is a process whereby banking industry handles the environment by developing environmental management policy (Lee, 2009) under which banking has to belt a balance between obligatory banking development and safety of natural environment for future generation. Green HRM is the greening of functional dimension of HRM such as job description, job analysis, recruitment, selection, training, performance management and rewards. Green HRM professes use of every employee interface helping to promote sustainable practices and increase employee awareness and commitments on the issue of sustainability .The main focus for banking industry while initiating innovative practices is optimum operation of resources with less consumption of time, resulting in cost effectiveness .While implementing corporate green initiatives, high levels of management & technical skills are required amongst workers for the fact that the bank will develop innovation focused environment initiatives and programmes that have a powerful impact on sustainable competitiveness of the banking industry.

II. GREEN HUMAN RESOURCE MANAGEMENT

Green HRM involves environment friendly HRM initiatives ensuing in greater efficiency, lower cost and better employee engagement and retention in turn. The green human resource management comprises of many functions in the human resource department of banking industry. It helps to reduction of paper usage and the implementation of green human resource policies such as planning, recruiting, selecting, managing employees and the employee relations. It makes the environment green in the workplace. All that actions involved in improving the value of the employees and the banking industry with protection of environment in present as well as future are the green human resource management actions.

III. OBJECTIVES

Objectives of this study are discussed below.

To examine the green initiatives used by the banking industry.

To examine the importance of GREEN HRM.

To examine the banking policy regarding environment protection.

IV. RESEARCH METHODOLOGY

In this study both type of data used. First data are collected from questionnaire collected from respondents. Secondary data was collected from various sources like research journals, websites and articles to ensure detailed understanding of the subject and authenticity of information.

GREEN HRM INITIATIVES uses BY Banks: HR managers view ISO 14000 and other certification of standards as family of standards as a market driven approach to environmental protection. The other standards in the family focus on specific approaches such as audit, communications, services and life cycle analysis, as well as environmental challenges such as climate change

Green printing: Printing papers leads to increase in paper, toner wastage and carbon dioxide emission. Banking industry should now adopting “pre-ton” saver, a software which can reduce paper demand upto 20% and toner and ink demand upto 50% for compulsory uses of papers without degrading the quality of output image or printout.

Going paperless: Replacing the old tradition of paper documentation by paperless banking which can be achieved by ensuring 80% work of banking without use of paper. It can be possible by use of operations like e-mailing, Sms, whatsapp, etc.

Reduce business travel: Encourage carpooling by providing preferred parking for carpoolers. Offering transit passes to employees who take the bus or metro. Banks have use cab facility for their employees. Use of teleconference, online training, video conferencing, etc is incorporated instead of travelling miles.

Eco friendly talent: Green HRM attracts employees who are preservationists, who keep natural environment in its original form and protect it from harm, loss or negative change and conservationist, who does careful usage of natural environment in order to let it last long.

Green auditing: To reduce usage and save money mostly bank use free onsite consultation. It is suggested to improve insulation, install timers to automatically turn off the lights. Banks should install CFLs and LEDs, solar energy to light bulbs and heat water and; efficient electrical appliance such as 5 star rated air conditioners, water and energy products etc.

Recycle: Recycling of glass paper, plastic, metal trash and manufacturing waste materials should be adopted. Food canteen should adhere to zero wastage policy. Buying green: Suppliers should be informed that the bank is interested in sustainable products and set specific goals for buying recycled, used or refurbished. .

Green rewards: Banks introduces green rewards to employees or department for contributing to innovative initiatives and green contribution through reduction of wastage, energy and resources. An employee with such innovative initiative can be awarded with a badge named 'GO GREEN'.

Green policies: Establishing policies such as providing free reusable bags to clients or employees or giving free in-office lunch's everyday so no one has to drive to eat out.

Green HRM Importance: In this stage of globalization we are getting continuous development in each sector but progress in each sector harm our environment. So the need for green human resource management is arise for all over the world. The natural awareness of each human drives living style demands the protection of environment. The general employees are interested in green human resource management because of its important and need in the current workplace. Our personal and professional lifestyle is affected due to many consequences. The all over world is the most significant in attractive the environment issues and the corporate has to give solution to this harms.

Green HRM is obligatory Activity: To examine any corporate environmental program, a number of units of any banking organization such as human resource, marketing, finance, operations are put together. But the major part lies to the human resource department as corporate social responsibility .Though the green HRM is the wider program of corporate social responsibility. In banking organization, human resource and their systems are the basic foundation of banking industry. The green human resource management consists mainly two parts of any banking organization.

Green Recruitment: Green recruitment means paper free recruitment process with minimal environment impact. Green recruiting is a system where the focus is given on importance of the environment and making it a major element within the banking industry. Complementing this recruits are also animated and to some extent passionate about working for an environment friendly green banking industry. Recruiting candidates with green twist of mind make it easy for banking to educate professionals who are aware with sustainable processes and are already familiar with basics like recycling, conservation and creating more logical world. Through the statements we can conclude that green recruitment provides the employer with an opportunity to stand ahead of the crowd and further increase their chance of attracting the candidates and retain them after induction. Recently the green trend makes the recruitment as environmental friendly issues. The recruiting makes the employee green in achieving the environmental goals and how they perceive the job and parameters of sustainability as claimed. For example the recruiting can be done as paper less interviews, eco-friendly locations and also other practices in the recruitment portfolio. The recruiters can carry out the green policies as well as the corporate policies in the management in establishing green policies to achieve the goals of the banking industry.

Green Training and Development: The green training and development is a practice that focuses on development of employee's skills, knowledge and attitudes. The green training and development educate employees about environmental management and training should be given for the employees to educate also about energy, reduce waste, and diffuse environmental awareness in the banking organization. This green training and development helps employees to provide opportunity to engage employees in environmental problem solving. Defines green training and development activities make employees aware of different aspects and values of environment management. The green training embrace different methods of conservation including waste management within banking organization. The best management practices concluded that environmental training and education along with establishing a favorable environmental culture for the employees where they feel that they are the part of the banking organization. Further the green human resource practices enhance the skill of an employee to educate with the different environmental issues. This study involves in role of human resource practices to develop the leadership among mangers through workshops and the behavioral competencies and the teamwork practices will improve among them. Through this training session, it develops the eco-friendly mangers so that employees under supervision can contact them without any hesitation. Through this study, we can conclude that we can train employees on best business practices

with green initiatives. So this will enhance the banking organization and in person as well. Moreover the employees can educate their customers about the advantages on becoming earth friendly and buying green products.

Green Employee Relations: Human resource management, the employee behavior and their relations in banking organization are one of the vital features to establish hopeful relation between the employer and employee of banking industry. Hopeful relation of employee and employer enlarge motivation and morale of individual employee it enhances the empowerment activities. The green human resource management also helps to get well and resolve the differences arise with in working place that may influence the endeavor. Hopeful relations are an inexpressible continuing advantage and a source of enhancement for banking organization. Customer and Employee contribution are major issue to adopt Green Human Resource Management activities. Without the contribution of these two we could not get the desired success in Green HRM. Increment in probability of superior green management as it aligns employee's goals, motivations, and perceptions with green management practices and systems are possible with these two contribution. The capacity of employee relations should be enlarge by initiating a implication scheme within the banking organization where each and every employee from the top level management to the lower level gets an opportunity to enhance the scheme. The practice of green human resource management will help in by creating awareness and new ideas about the eco-friendly practices in banking. This gives grants to encourage employees and their families to get concerned in restricted environmental task. Those banking organization policies who maintain employee eco-initiatives and supervisors who support employee green actions have been seen in all banking organization. Government as well as Concerned Banking Organization should put reward for adopting Green HRM in banking organization. The green management helps behaviors from supervisors toward employees in employee engagement are seen to encourage employees to produce possible solutions to environmental problems. Other benefits of employee involvement are perfection in employee and organizational wellbeing and protection, as well as growth of eco-friendly staff. We suggest that keeping the policies in place, long-term trust between the employer and employee will be built which will afford an opportunity to the employees to communicate their individual ideas at workplace.

Green HRM for Future: Green human resource management is a procedure which motivates the employees as green and helps to understand the green culture in their banking organization. The green task can be implementing in all human resource practices such as recruiting, hiring, and training, compensating developing and improving bank human resource. Human resource management play an important role within the banking Organization. They can explain the green human resource policies in to human resources and improve the employee engagement, incentive compensation, selection processes, and performance management systems for success of banking industry. Human resource management are new areas in the fast growth and its enlarge the possibility to accomplish and maintain the bank policy. This study identifies the recruitment, training and employee motivation are important human dimensions to develop the employee engagement in green management principles. These studies examine the detailed functionality of the human resource behavior with natural environment in banking workplace and also offer the opportunities for future.

V. FINDING AND SUGGESTIONS

The research implied the importance of the creation of supportive work for banking environment to function in line with modern environment principles. This study identifies the recruitment, training and employee motivation are important human dimensions to develop the employee engagement in green management principles. These studies examine the detailed functionality of the human resource behavior with natural environment in banking workplace and also offer the opportunities for future. The study tells us about these suggestions. The bank should use green HRM practices. The banking employee should use carpooling system. The bank should avoid to paper wastage. The bank should make their policy to keep view in environment issues. The nature of the work was of importance for atmosphere formation. The culture of innovation had relatively lesser level of relation with atmospheric variables in compare to supportive culture that was because innovative culture requires considerably different type of formation in terms of focusing on the enrichment of the inspired abilities of

banking organization employee. This implied that modern type of culture requires much higher degree of freedom and autonomy for introducing, discussing and practicing new and even awkward ideas in banking organizations.

VI. CONCLUSION

The human resource is the most important assets of a banking organization that plays an important role in managing the employees. The modern human resources managers have been assigned with additional responsibility of incorporating the green human resource philosophy in corporate mission statement along with human resource policies. Green human resource efforts have resulted in increased efficiencies, cost reduction, employee retention and improved productivity and also other tangible benefits. The green HR policies and practices involved in environment, social and economic balance. The future of green human resource management has scope for research in management field and bridge gap between professional green human resource management and research in environmental management. The studies reveal that overall involvement of human resource management rather than individual practices will help most in respect. Such studies can help banking organizations to reduce degradation of the environment become healthier both physically and financially. The HR is the major role player in implementing GHRM practices and policies. Apart from this, they have a crucial role to play in recruitment of new employees who are more responsible toward green business practices thus, indirectly saving the Earth. Last, but not the least, HR has significant opening to put in to the banking organization's green movement and plays significant role in enthusing, facilitating, and encouraging employees for captivating up green practices for greener business.

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