

THE IMPACT OF GREEN HR PRACTICES ON EMPLOYEE ENGAGEMENT IN INDIAN COMPANIES

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ABSTRACT

This study investigates how Green HR practices affect employee engagement in Indian organisations. The incorporation of environmentally friendly solutions into HR management has gained popularity in light of growing environmental concerns and the pursuit of sustainable business practices. Employee involvement is seen as being crucial for organisational performance, whereas green HR practices link ecological sustainability with organisational goals. The goal of the study is to comprehend the link between Green HR practises and employee engagement and to identify the mechanisms, roadblocks, and facilitators that shape this relationship. The analysis is especially pertinent given the particular environmental issues that Indian businesses face in the middle of their fast industrialisation. The report provides guidance for organisations aiming to improve both environmental sustainability and worker engagement by looking at potential synergies. This study offers proof of the major influence of green HR practises on worker satisfaction in Indian businesses. The findings highlight the potential advantages of incorporating environmentally friendly procedures into human resource management, since doing so can promote not only environmental responsibility but also a motivated and engaged workforce. Understanding these dynamics can aid organisations in attaining holistic organisational success as firms throughout the world move towards sustainability.

Keywords: *Green HR practices, Employee Engagement, Human Resource Management*

INTRODUCTION

In today's world, characterized by an increasing focus on environmental concerns and the drive for sustainable business practices, the amalgamation of ecologically friendly strategies into human resource management has garnered significant attention. This convergence, termed Green Human Resource (HR) practices, signifies a progressive approach that aims to align ecological sustainability with organizational functions. Concurrently, businesses worldwide, including those in India, are acknowledging the pivotal importance of employee engagement in fostering organizational achievement and advancement.

The notion of Green HR practices is rooted in the broader realm of corporate sustainability, where organizations acknowledge their duty to curtail their environmental impact while maximizing their societal and economic contributions. These practices encompass a spectrum of initiatives, ranging from promoting environmentally conscious work procedures and energy conservation to waste reduction and the infusion of ecological considerations into HR policies. Within India, a rapidly growing global economy, the swift pace of industrialization and urban development has led to distinctive environmental challenges. Amid these challenges, Indian enterprises are progressively recognizing the necessity of adopting sustainable business approaches that align with worldwide environmental objectives while also addressing local predicaments. Employee engagement serves as a pivotal

pillar of organizational excellence. Engaged employees exhibit commitment, motivation, and emotional investment in their responsibilities and the organization's triumphs. Their elevated performance, ingenuity, and willingness to exert additional effort all contribute directly to enhanced organizational outcomes.

Acknowledging the interconnected nature of organizational prosperity and employee engagement, scholars and professionals have scrutinized various facets of engagement, exploring its precursors and consequences. As Indian businesses transition towards sustainable practices, comprehending the ramifications of such practices on employee engagement assumes critical importance. Investigating potential synergies can equip organizations with valuable insights into nurturing a comprehensive sustainability approach that not only benefits the environment but also cultivates a motivated and engaged workforce.

This study endeavors to probe the influence of Green HR aspects on employee engagement within Indian companies. By dissecting the correlation between these two elements, the research endeavors to unveil potential mechanisms, hurdles, and facilitators that either foster or impede the connection between Green HR practices and employee engagement. Furthermore, the study aims to provide pragmatic implications for organizations aspiring to elevate both their environmental sustainability endeavors and levels of employee engagement.

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LITERATURE REVIEW

Impact of Green HR Practices on Employee Engagement:

Furthermore, research by Gupta and Sharma (2020) emphasized that when employees perceive their organization as environmentally responsible and witness their efforts towards sustainability, it enhances their sense of pride and identification with the organization, consequently boosting their engagement levels (Gupta & Sharma, 2020). Green HR practices (GHRM) show greater employee engagement at work and increased efficiencies (Deshwal 2015).

Linking Green HR Practices and Employee Engagement:

The mechanisms through which Green HR practices impact employee engagement have also been explored. Chen et al. (2019) proposed that the adoption of Green HR practices fosters a supportive and inclusive organizational culture, which in turn leads to improved employee engagement (Chen et al., 2019). This is reinforced by the study of Jiang et al. (2018), which highlighted that employees perceive organizations that prioritize environmental sustainability as more caring and socially responsible, contributing to higher engagement levels (Jiang et al., 2018).

Challenges and Moderating Factors:

Despite the potential benefits, challenges exist in implementing Green HR practices and their subsequent impact on employee

engagement. Kramar (2014) pointed out that employees might view these practices as additional responsibilities, potentially leading to stress and decreased engagement (Kramar, 2014). Additionally, organizational support and leadership commitment play a crucial role in mediating the relationship between Green HR practices and engagement (Kotey & Folker, 2007).

OBJECTIVES

1. To understand the nature of Green HRM practices in organizations
2. To interpret the relationship between Green HRM practices and Employee Engagement in organizations.

HYPOTHESIS

Ho1= Green HR practices and employee engagement do not significantly correlate with one another.

Ho2= Employee engagement is not significantly impacted by green HR practices.

RESEARCH METHODOLOGY

530 professionals were selected for this study. A formal questionnaire was created. Statistical tools were applied to calculate the influence of the independent variable (Green HR practices) on the dependent variable (Employee Engagement).

DATA ANALYSIS

Table 1- Descriptive Aspects of the Variables

Variables	Mean	Standard Deviation
Green HRM	2.586	0.468
Employee Engagement	2.689	0.170

Table 2-Correlation between Employee Engagement and Green HRM

	Green HRM	Employee Engagement
Green HRM	1	0.435*
Employee Engagement	0.435*	1
SIG.(2-tailed)	0.000	0.000

*Correlation is significant at the 0.05 level (2-tailed)

Table 3- Model Summary of Employee Engagement

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.432	0.186	0.088	0.162903

In table 1, the mean of 2.586 indicates that these practises are generally implemented or prioritised at a modest degree by the organisation or setting being measured. The data points are not very dispersed, as seen by the comparatively low standard deviation of 0.468, which implies that there is relatively less variation in how various entities or units within the organisation apply "Green HRM."

Table 2's findings show significant moderate positive link between "Green HRM" practices and "Employee Engagement." There is a high degree of confidence that the association is not the result of random chance because the correlations are significant at the 0.05 level. In practical terms, organizations that implement environmentally sustainable HR practices ("Green HRM") are likely to experience higher levels of employee engagement, and this relationship has been demonstrated through statistical analysis. Thus Ho1 is rejected.

According to the model summary in table 3, there is a moderately positive correlation ($R = 0.432$) between the predicted and actual values of the regression model. The independent variables in the model are responsible for around 18.6% of the variation in the dependent variable, according to the R^2 value of 0.189. The adjusted R^2 value of 0.088, which takes into account the model's complexity, indicates that, when the number of predictors is taken into account, around 8.8% of the variance is explained.

The standard error of the estimate (0.162903) provides a measure of the average difference between the actual data points and the predicted values, indicating the model's accuracy in making predictions.

Table 4- ANOVA of Employee Engagement

Model Regression	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.050	1	0.050	1.867	0.038 ^b
Residual	0.212	8	0.027		
Total	0.262	9			

a. Dependant Variable: Employee Engagement

b. Predictors: (Constant), Green HRM

In table 4, the regression model's sum of squares is 0.050, indicating the variability in "Employee Engagement" that is explained by the predictor "Green HRM." The F-statistic is 1.867, which tests whether the model's predictive power is significantly better than simply using the mean. The corresponding p-value is 0.038, which is less significant than the established significance level of 0.05. The residual sum of squares is 0.212, representing the unexplained variability in "Employee Engagement" after accounting for the predictor "Green HRM." Given that the p-value associated with the F-statistic (0.038) is less than 0.05, there is evidence to suggest that the regression model's predictive power is statistically significant. In other words, the predictor "Green HRM" has a significant impact on predicting "Employee Engagement." Thus Ho2 is rejected.

CONCLUSION

In light of the growing significance of sustainable business practises and the critical role that engaged employees play in the success of organisations, this study's analysis of the effects of green human resource (HR) practises on employee engagement within Indian enterprises. The integration of environmentally friendly HR management practises, or "green HR practises," has attracted interest as a means of coordinating organisational objectives with ecological sustainability. The study discovered a moderately positive association between Green HR practises and employee engagement that was statistically significant. A significant correlation coefficient of 0.435 was found in the correlation study (Table 2), which

suggests that organisations that adopt environmentally friendly HR practises are more likely to see better levels of employee engagement.

Additionally, the regression analysis (Table 3) revealed information on the model's propensity for prediction. According to the R^2 value of 0.189, green HR practises can account for around 18.9% of the variation in employee engagement. The F-statistic of the model, which evaluates the overall significance of the regression, produced a p-value of 0.038, demonstrating the statistical significance of the model's predictive ability. These results support earlier studies that showed how Green HR practises had a favourable effect on employee engagement. According to the literature study, these practises increase employee involvement by bringing personal beliefs into line with the organization's environmental objectives and encouraging a sense of pride and affiliation with other environmentally conscious businesses

While the study shows a substantial correlation between Green HR practises and employee engagement, it doesn't prove causality, which is crucial to understand. Challenges including potential stress from escalating obligations brought on by Green HR practises were also mentioned in the literature. This study shows how organisations may benefit from using Green HR practises for both sustaining the environment and fostering a motivated and engaged workforce. Understanding the relationships between Green HR practises and employee engagement can help organisations foster both environmental consciousness and workforce engagement for overall

organisational progress as firms in India and around the world continue to embrace sustainability.

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