

# A Study of the Application of Green HRM Practices in the IT companies towards Sustainable Development : An Empirical Study

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## Abstract

Sustainable global businesses are grappling with multifaceted environmental challenges today. Raising awareness about the pivotal role of Green HRM processes is of paramount importance in this context. This paper examined the GHRM practices in IT sector of Bangalore, a locale that has recently transformed into a thriving IT hub. The research hinged on primary data collection, employing a randomized questionnaire distribution approach to elicit responses from 689 participants representing 50 distinct IT companies. Subsequently, 677 diligently completed questionnaires formed the bedrock of our analytical pursuits. The analytical approach adopted a multistage linear regression stepwise model, executed through the utilization of SPSS 25 software. The data demonstrated a normal distribution with an index of 0.921, exceeding the benchmark of 0.7. Further scrutiny revealed that all variables wielded a substantial influence on Green Sustainable Development.

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## I. Introduction

IN RECENT YEARS, GHRM practices achieved significance in the IT industry as environmental sustainability becomes an integral part of corporate responsibility (Rubel and Rimi, 2021). In IT companies, the strategic approach of GHRM focuses on integrating environmentally sustainable practices into various aspects of managing human resources. In the process of recruitment and selection, IT companies are increasingly considering

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served as the dependent variable. The analysis conducted through a multistage linear regression stepwise model stated that the majority of these Green HRM practices significantly impact green sustainable development. The results provides the positive GHRM and sustainability. However, Green Employees' Training Practices and Green Management Involvement were found to have no statistically significant impact. The paper highlights the potential of GHRM to foster environmentally sustainable practices within organizations. Organizations, especially in the IT sector, can leverage these findings to enhance their environmental sustainability efforts by emphasizing the efficacy of various Green HRM practices. The study underscores that HRM processes in addressing the corporate world's pressing environmental challenges, contributes on sustainable and eco-conscious future.

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### Annexure I Questionnaire

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#### Demographic data

Name:	Village name:
Company name:	District name:
Age:	Years of experience
Gender:	Education level:
Phone number:	Post occupied:

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Kindly rate the following green HRM practices application in the IT sector for sustainable development.

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree and 5= Strongly Agree)

#### Management Involvement in Green HRM Practices

- i. Your position in your organization allows me to decide on green HRM practices.
- ii. Your company incorporate green environmental management in its business operations.
- iii. Your company have a formal Environmental Management System.
- iv. Human Resource Management has direct involvement in green programs.

#### Employees' Perception of Green Recruitment Practices

- i. The HR manager in the company helps in an environmentally harm-free exercise in its recruitment process
- ii. The company considers the corporate environmental managerial factors when planning recruiting exercises.
- iii. The company use job portals for recruitment to reduce paperwork and carbon emissions.
- iv. The custom of telephone, Internet, and video interviews can lessen the travel requirements of the candidates.
- v. The company adopted strategies to forecast environmental-related activities in its recruitment process.

#### Employees' Perception of Green Training and Development Practices.

- i. The company identifies environmental training needs for its staff to develop the required skills.
- ii. The company provides training to its staff on how to adapt to environmentally friendly practices.
- iii. The company provides environmental awareness training to its staff to achieve a competitive edge.
- iv. The company allows its staff to be environmentally conscious.

#### Company's Green Compensation and Remuneration Practices.

- i. The company has a reward system for its staff to promote environmental performance.
- ii. The company provides an incentive program to encourage waste management.
- iii. The company avails rewards for green skill acquisition.
- iv. Employees' self-regulation policy in place related to environmental protection activities.
- v. The company has a penalty scheme for environmental management breach policies.
- vi. Creation of various environmental-related initiatives to reduce employee stress and

- disease caused by a hazardous work environment  
Employees' Perception of Green Employee Involvement
- vii. The company provides opportunities for employees to be involved in environment-friendly schemes.
  - viii. The company allows the communities to negotiate with management about environmental-related issues.
  - ix. The company employs joint construction within the system to control environmental-related problems.
  - x. The company maintains a good relationship with the community in the business environment.
  - xi. The company should introduce a whistle-blowing strategy towards curbing all environmental-related misconduct.

Employees Perceiving Sustainability Competitive Edge in the Company

- i. Environmentally harm-free requirement practices will help to sustain a competitive edge in the company.
- ii. Environmentally harm-free training and development will help to sustain a competitive edge in the company.
- iii. An environmentally harm-free compensation structure will help to sustain a competitive edge in the company.
- iv. Environmentally harm-free employee relations will help to sustain a competitive edge in the company.
- v. The company's involvement in environmentally harm-free HRM practices will result in more opportunities for securing a competitive edge in society.

**Annexure II**  
**Sampling method**

Acceptable Margin of error	Large	Size of population				
		5000	2500	1000	500	200
±20%	24	24	24	23	23	22
±15%	43	42	42	41	39	35
±10%	96	94	93	88	81	65
±7.5%	171	165	160	146	127	92
±5%	384	357	333	278	217	132
±3%	1067	880	748	516	341	169

Source: Ronán Michael Conroy