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A Study on the Concept of Green HRM Practices in Retail Industry with Special Reference to Coimbatore

Kavin. S. M[1], Dr. Ramprathap. K[2]
[1]*II- MBA, Department of Management, M. Kumarasamy College of Engineering, Karur, TamilNadu, India*
[2]*Assistant Professor, Department of Management, M. Kumarasamy College of Engineering, Karur, TamilNadu, India*

Abstract: ***Global issues have increased the environmental troubles, this study is to know about implementation of Green HRM practices in Retail Industry. The combination of EM into HRM practices is called GHRM. The main objectives is to assess the GHRM Practices in the organization and to Identifying the viewpoint of the organization regarding drivers, barriers and expected benefits of GHRM practices. To establish a better connection among the environment and employees, and to help the firm in understanding how they can improve their environmental performance working through human Resource. thus the sampling size was 100, data were collected using questionnaire method among the employees in the organization. Percentage Analysis, T-Test, ANOVA, Multiple regression were used for Analytical purpose. in Analysis it has been founded that the company has their own formal Environment system according to (ISO14001) and also ready to implement new green policies at any period without any restrictions. The mainly observed factor is that the employees are aware of GHRM and ready to accept the change for preserving the environment, thus using the ANOVA test it is to be confirmed that Employees position is affecting their thought about GHRM practices they are found to be similar. The thing to be noted from ANOVA analysis that every aged and each level of employees know their own roles and responsibilities to preserve the environment.***

Keywords: Green HRM, Retail Industry, Employee Performance

I. INTRODUCTION

This examine discusses the position of GHRM in developing a inexperienced tradition and attaining EM goals with a purpose to improve EP. The results of hypotheses checking out display that there's a statistically considerable courting between GHRM practices and EP. In addition, this research identifies the variables that could affect GHRM implementation with the aid of helping or hindering and the expected benefits of GHRM implementation from the point of view of the focused groups. The effects of the descriptive analysis show that the main driving force of GHRM is “Environmental considerations”, the primary barrier of GHRM is “cost of enforcing GHRM programs” and the principle anticipated benefit of GHRM is “promotes social responsibility in the direction of surroundings amongst employees”.

Eventually, the findings of this studies are anticipated to offer beneficial facts for destiny studies instructions

II. REVIEW OF LITERATURE

These days both advanced and growing countries have become greater concerned approximately the importance of the environmental troubles and sustainable improvement (Sharmin, 2015). Specially after the consolidation of the industrial revolution; the expansion of the tiers of manufacturing and intake in the global has been intensified inflicting an increment in degradation of the environment (Jabbour and Santos, 2008a).

The increased focus for surroundings has paved the way for establishing green standards into numerous issues consisting of inexperienced cities, green meals, inexperienced schooling, inexperienced ethics and philosophy (Firdaus and Udin, 2014). The green motion inculcated enterprise and industry to expand and use green management by means of adopting environmental friendly practices and merchandise (Prasad, 2013). Haden et al. (2009) clarified green control through the method of the usage of innovation business enterprise-extensive

Inside the past, economic and economic status of an corporation became vital for organization success and progress (Kapil, 2015a). However now shareholders are expecting businesses to consciousness on minimization of ecological footprints and accelerated interest to social and environmental components (Sudin, 2011). Inside the company world these days the idea of sustainable improvement has turn out to be a first-rate recognition and interest (Venkatesh et al., 2014).

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The main influential idea changed into defined via the world fee on environment and improvement (1987) as "improvement which meets the desires of the existing without compromising the capacity of destiny generations to meet their personal desires". Within the environmental literature, the concept of ecologically sustainable improvement may be defined as the need for stability among industrial increase for wealth introduction and safeguarding the herbal environment (each day and Huang, 2001). It have become clean that sustainability within the agency and its Environmental overall performance (EP) are crucial factors for agency's survival and competitiveness (Lee, 2009).

As a result, an effective implementation of EM has grow to be important for the enterprise's' survival and accomplishing Sustainability (Preston, 2001 Hussain, 2013); which has grown the need to undertake a terrific Environmental management system (EMS).

Since the Nineties, EMSs have stood out as one of the most effective tools to achieve sustainable development (Chan, 2011) through integrating factors of EM into company choice-making (Wagner,2014). Wagner (2013) defined EMS as a fixed of common 'inexperienced' practices geared toward improving EP.

The maximum popular environmental-associated standard is the ISO 14001 popular. However, EMS could be insufficient to remedy the complexity of environmental problems, based on the truth its effectiveness in large part relies upon on informal voluntary tasks that are tough to manipulate (Boiral, 2009; daily et al., 2009) and if company did no longer don't forget a basic method wherein employees and other stakeholders receive trade it can fail in imposing EMS (Ronnenberg et al., 2011).

Both every day and Huang (2001) and Renwick et al. (2012) agreed at the concept that HRM might be important to a success EMS implementation. It could only be correctly carried out if the organizations have the right human beings with the proper talents and talents (day by day and Huang 2001).

Yet the problem of how to gain sustainability thru the inexperienced management motion in an individual organisation or complete society is still controversial and unclear. Consequently, research to assist commercial enterprise to beautify sustainability via green management initiatives is vital (Prathima and Misra, 2013; Sudin, 2011).

III. OBJECTIVES

A. Primary

1) To assess the GHRM Practices in the organization

B. Secondary

1) To Identifying the viewpoint of the organization regarding drivers, barriers and expected benefits of GHRM practices

2) To establish a better connection among the environment and employees

3) To help the firm in understanding how they can improve their environmental performance working through human Resource

IV. RESEARCH METHODOLOGY

The methodology involves the way of the project carried out. Research methodology is way to solve the problem systematically. The main function of the research is to provide for the collection of relevant evidence with minimal expenditure of effort, time and study. 100 Employees from retail industry chosen as sample they will represent the whole population. Percentage Analysis, independent T- test, ANOVA, Multiple Regression are used as the analytical tools for this study

V. CONCEPTUAL FRAMEWORK

Companies are concerned and interested in monitoring their EP. Furthermore, they agree with that human elements have a major role in affecting the surroundings, even though none of them showed the popularity of the idea of GHRM. Because of this, a clear guide for making use of GHRM is needed to guide top control in achieving EM desires via the use of personnel. It has been shared with a set of experts inside the place to judge on its realism and flexibility. The organization had one executive supervisor and a couple of HR managers from three exclusive groups. All in their notes were taken into consideration and a few adjustments had been made. Primarily based on literature opinions and findings of this research, a conceptual model has been advanced that illustrates a few doubtlessly productive GHRM practices for inexperienced corporations. The model is intended to be a guide to help managers to apply GHRM on the way to improve EP. Therefore, , the version consists of 6 GHRM practices organized in four levels, the first one is "green management of organizational way of life" followed via "green recruitment and choice" then inside the third stage "green education and development" and "green overall performance management and appraisal". Sooner or later, "green employee empowerment and participation" and "reward and compensation" inside the fourth level.

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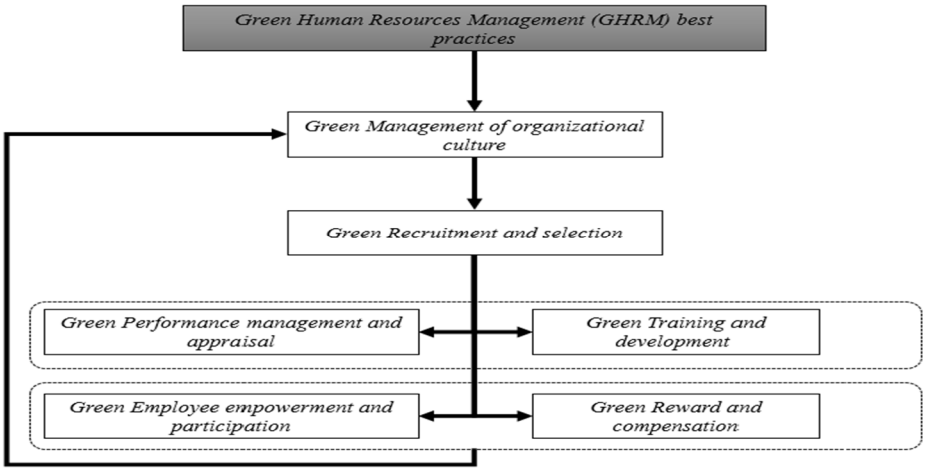

VI. ANALYSIS & INTERPRETATION

A. T-Test

Hypothesis

1) HO : There is significant relationship among gender and recruitment and selection

2) H1 : There is no significant relationship among gender and recruitment and selection

Since the significant value is (P>0.05) we failed to reject the null hypothesis

Dp	**Categories**	**RS**					
		Count	Mean	Standard Deviation	Df	F	Sig
Gender	Male	77	4.24	.67	-0.386	98	0.496
	Female	23	4.35	.53			

Above t-test Table reveals that there is not having any difference among gender because both male and female perceives same about the Recruitment and selection which supports the null hypothesis i.e., there is no significant difference between RS and gender. It clears that gender has same perception among Recruitment and Selection.

B. Multiple Regression

Variable	Un st co-	SE of B	St-ef	T	P	H
X1	.197	.081	.143	2.432	.017	YES
X2	-.113	.062	-.101	-1.841	.069	NO
X3	-.034	.068	-.026	-.508	.613	NO
X4	.128	.072	.094	1.773	.079	NO
X5	.020	.052	.018	.376	.707	NO
X6	.533	.075	.533	7.110	.000	YES
X7	.464	.094	.366	4.915	.000	YES
CONSTANT	-.820	.269		-3.048	.003	

The multiple regression equation is

Y = -0.820+ 0.197X1-0.113X2-0.034X3+0.128X4-0.020X5+0.533X6+0.464X7

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Here the coefficient of X_1 is 0.197 represents the partial effect of GHRM on POGHRM, holding others as constant. The estimated positive sign implies that such effect is positive that POGHRM would increase by 0.197 for every new implementation of HRM activities in GHRM and this coefficient value is not significant at 5% level since there is relationship between GHRMP and POGHRM.

The coefficient of X_2 is -0.113 represents the partial effect RS on POGHRM, holding others as constant. The estimated negative sign implies that using RS without following green policies would reduce the POGHRM score would decrease by -0.113 and this coefficient value is significant at 1% level, Since there is no relationship between RS and POGHRM.

The coefficient of X3 is -0.034 represents the partial effect of TD on POGHRM, holding others as constant. The estimated negative sign implies that such effect is negative that POGHRM would decrease by -0.034 for non implementation of green policies in TD and this coefficient value is significant at 1% level, Since there is no relationship between RS and POGHRM.

The coefficient of X_4 is 0.128 represents the partial effect of PMA on POGHRM, holding others as constant. The estimated positive sign implies that such effect is positive that POGHRM score would increase by 0.128 for every new implementation of green policies in PMA and this coefficient value is not significant at 5% level.

The coefficient of X5 is 0.020 represents the partial effect of RC on POGHRM, holding others as constant. The estimated positive sign implies that such effect is positive that POGHRM would increase by 0.020 for implementation of each new green rewards in RC and this coefficient value is not significant at 5% level, Since there is no relationship between RS and POGHRM.

The coefficient of $X6_{is}$ 0.533 represents the partial effect of EEP on POGHRM, holding others as constant. The estimated positive sign implies that such effect is positive that POGHRM would increase by 0.533 for every new implementation of GHRM activities in EEP and this coefficient value is not significant at 5% level since there is relationship between EEP and POGHRM.

The coefficient of X7 is 0.464 represents the partial effect of EP on POGHRM, holding others as constant. The estimated positive sign implies that such effect is positive that POGHRM would increase by 0.464 for every new implementation of GHRM activities in EP and this coefficient value is not significant at 5% level since there is relationship between EP and POGHRM.

C. ANOVA

ANOVA Between Groups	Position in Organization		Experience		EMS		Age		EM into Business operation	
Factor	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Management by Organization culture	0.782	0.460	3.576	0.32	0.600	0.551	1.064	0.349	18.644	0.000*
Green Recruitment and Selection	0.395	0.675	1.820	0.168	0.338	0.714	0.640	0.529	11.649	0.000*
Green Training and Development	0.581	0.561	0.40	0.961	0.172	0.842	1.581	0.211	10.412	0.000*
Green Performance management and Appraisal	2.783	0.67	2.060	0.772	1.678	0.344	0.426	0.655	11.635	0.000*
Green Reward and Compensation	2.497	0.88	1.215	0301	0.732	0.483	0.635	0.532	7.526	0.000*
Green Employee empowerment	0.933	0.397	1.675	0.913	0.96	0.909	2.267	0.109	112.697	0.000*
Environmental Performance	1.604	0.206	3.221	0.044	5.559	0.573	0.522	0.595	103.620	0.000*

To explore the statistical difference between the given factors among the position in the organization the table clearly shows that (P>0.05) there is no significant difference between the general manager, HR manager and quality manager they are significantly same about GHRM

To explore the statistical difference between the given GHRM factors among the experience of respondent in the organization, the table 4.12 clearly shows that (P>0.05) there is no significant difference between the Highly experienced and low experienced r they are significantly same about GHRM practices in organization

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To explore the statistical difference between the given GHRM factors among the EMS in the organization, the table 4.12 clearly shows that (P>0.05) there is no significant difference between the implementing the new policies they are significantly same executing new GHRM practices in organization

To explore the statistical difference between the given GHRM factors among the age of employees in the organization, the table 4.12 clearly shows that (P>0.05) there is no significant difference between age and GHRM factors that all aged having same thought and perception of GHRM practices in organization

VII. DISCUSSION & RECOMMENDATIONS

It has been founded that the organization was using the GHRM practices at the medium level in order to encourage the Environmental concern among their employees. The finding of data analysis demonstrates the GHRM practices which are preferable practiced among the employees which has been done to increase the awareness of Green management and their needs. It is found that there is strong relationship among 3 GHRM practices and POGHRM, The POGHRM was highly influenced by Management by organizational culture, Employee empowerment and Participation and Environmental performance, while Recruitment and selection, Training and development and Reward and compensation have less influence on POGHRM.

While adding some new green policies in Recruitment and selection, Training and development and Reward and compensation may increase the effectiveness and helps to increase the POGHRM. It is founded that the company has their own formal Environment system according to (ISO14001) and also ready to implement new green policies at any period without any restrictions. The mainly observed factor is that the employees are aware of GHRM and ready to accept the change for preserving the environment, thus using the ANOVA test its to be confirmed that Employees position is affecting their thought about GHRM practices they are found to be similar. The thing to be noted from ANOVA analysis that every aged and each level of employees know their own roles and responsibilities to preserve the environment.

The following are the recommendations :

1) The future researchers may explore the GHRM study in IT industries and can check the effectiveness
2) As part of business concern GHRM was implementing everywhere thus the future researcher may consider about forming new effective strategies to implementing GHRM in marketing sector
3) A detailed study in Reward and Compensation can be done in order to motivate the employees to practice GHRM practices
4) Strategies may be formed to implement new effective Green Training policies in Training and Development
5) Following fully digitalized working environment without paper works and printers, documents, Importance of Cloud storage in GHRM practices
6) Maintaining of employee details through digital way in order to eliminate the maintaining of documents in paperback format and moving towards the digital environment
7) How technology helps the HR employees to effectively practice GHRM in their fields

VIII. CONCLUSION

The main aim of this research is to access the GHRM practices in Retail industry, this has been done by exploring the usage of GHRM practices, secondly by testing Multiple Regression between GHRM practices and POGHRM and found the best Green HRM practices to enhance the better environmental performance. The second issue that the researcher focused on finding the variables that could affect the implementing of GHRM practices and exploring the expected benefit of Green HRM practices from the view point of the companies

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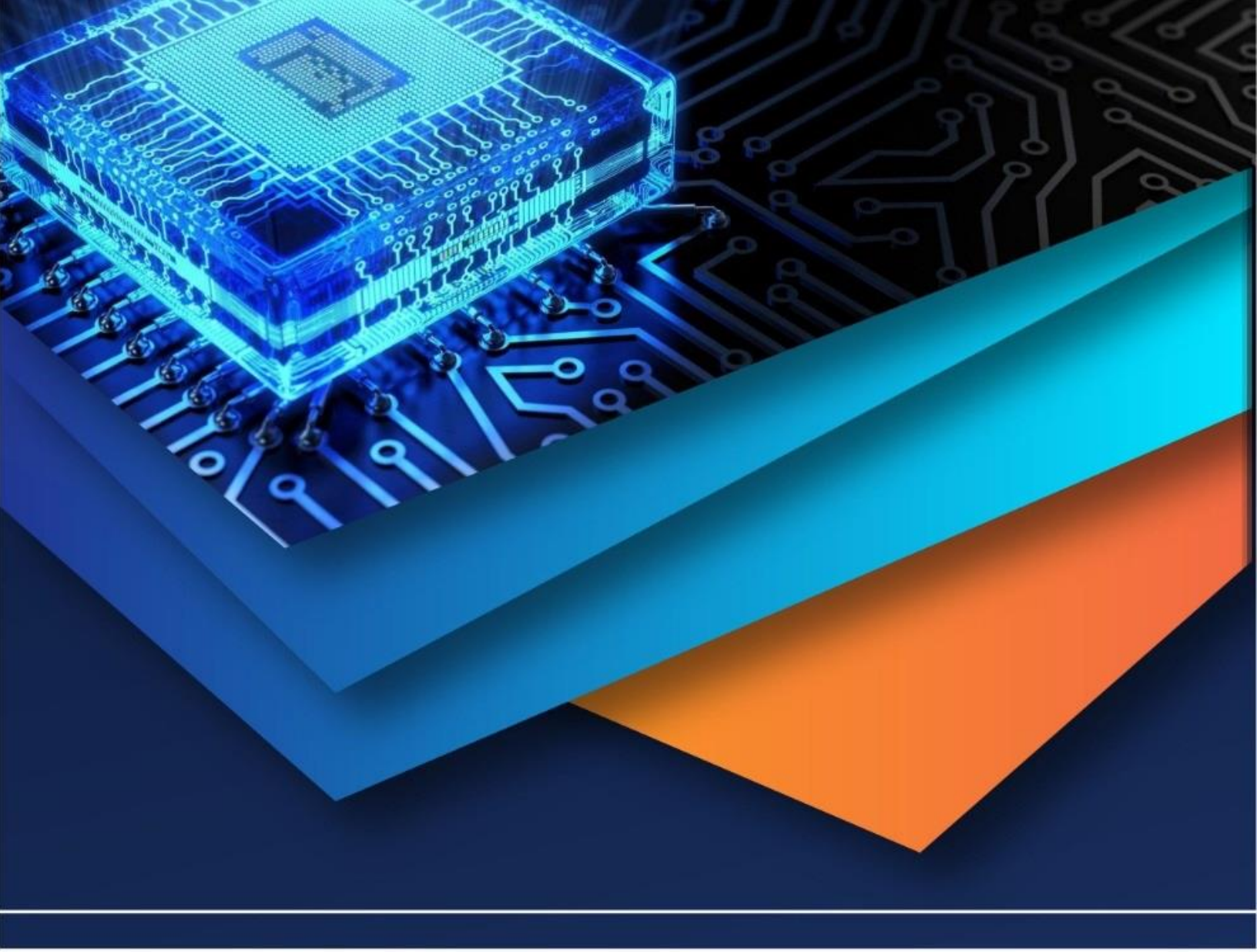

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