FACTORS INFLUENCING THE ORGANIZATION TO PRACTICE GREEN HRM: A STUDY CONCERNING COIMBATORE DISTRICT

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Abstract

Human Resource Management (HRM) is crucial to the success of any company, and GHRM is an improvement on traditional HRM practices for optimizing the use of human capital. It's totally counterproductive to the company's aims. The manufacturing sector, including the "automobile industry," has been the primary focus of many of the studies that have examined the impact of HRM practices on organizational performance. Nonetheless, by zeroing in on a specific subset of the industry, like hospitals, the resulting improvements could prove beneficial for the entire field. Thus, the current study targeted health service-based organizations in the Coimbatore region and found that GHRM practices significantly affect the efficiency of health care organizations.

Keywords: Green Human Resource Management, Health Service Organizations, Organizational Performance.

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INTRODUCTION

When considering global income and employment, healthcare is currently a top industry. The healthcare industry in India is booming, including travel for medical purposes, medical technology, telehealth, health insurance, hospitals, and more. Due to the country's rising middle class and its citizens' lofty healthcare expectations, India's healthcare sector, and corporate hospitals in particular, has attracted the attention of both domestic and international investors. However, in today's dynamic and complex clinical setting, the fundamental business difficulties of corporate hospitals around the world, including India, include falling occupancy rates, rising overabundance capacity, patients' shorter hospital stays, a fading of hospitals' once holy image, and increasing hospital furloughs. These issues are being addressed in two primary ways: first, the healthcare market is becoming more buyer-centric; and second, an increasing number of business hospitals' healthcare consumers are affluent, engaged, and picky, opting for out-of-hospital care rather than in-hospital inpatient stays.

In recent decades, environmental protection has risen to prominence as a major global issue. Thus, policymakers and managers no longer prioritize protecting the natural ecosystem and its resources for future generations. As a result of this problem, there is more pressure on businesses to adopt "green management," or environmentally sound policies and procedures. To facilitate this growth, many businesses have attempted to develop and implement formal environmental management systems. Achieving sustainable development is critically dependent on this system, which has been acknowledged as such since the 1990s. Environmental management has been adopted by some departments, including operations, finance, and marketing. The importance of employees' environmentally responsible behaviours in the workplace has been emphasized by many experts, who have honed in on the connection between human resources and environmental management. Green human resource management is an approach that brings HRM and EM closer together to help businesses increase their environmental performance by strengthening their staff's dedication to protecting the planet. To ensure that businesses have access to workers who can understand and support green behaviour, GHRM modifies HR practices like hiring, training, compensation, and reviews.

STATEMENT OF THE PROBLEM

According to the company's environmental policy and preservation measures, GHRM is an environmental strategy. It's a set of policies and procedures for getting businesses to use their abundant knowledge capital in the most efficient and economical way possible while protecting the environment. The GHRM and the growth of HR practices within the organisation can't happen without first establishing a solid foundation of policies and procedures. Training, leadership development, selection, performance assessment, recruiting, and rewards systems are all examples of GHRM techniques that improve employees' green behaviour to voluntarily improve companies' performance.

When an organisation goes above and beyond what is required by law to protect the environment, it is said to have a high environmental performance (EP). It deals with the environmental effects of production processes and resource utilization within an organisation, all while adhering to applicable regulations. Researchers have found that a company's environmental performance improves when it prioritizes environmental sustainability issues, develops and markets innovative environmentally friendly products, and uses green production methods. In recent years, shareholders have ratcheted up the pressure on corporations to adopt eco-friendly, long-

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term strategies. Therefore, it is essential to locate eco-friendly practices that enhance long-term viability. Once again, the majority of studies on GHRM interactions have focused on a single variable. Recently, researchers have used HRM as a synergic influence of joint activities, called "bundles/overall," rather than relying on a single variable in the link between HRM practices and firm performance. Using and implementing resources that are less harmful to the environment is what we call "going green." These methods might, for instance, involve coming up with novel power sources to meet people's needs and innovative strategies and methods to help slow the rate at which the environment degrades. "The workout in which a firm develops an environmental action to control the environment," is what we call a "green initiative." So, preventative green measures are crucial. More productive and lucrative operations are often linked to proactive green practices. As the end result of all business activities, organisational performance is evaluated by assessing how efficient and effective the organisation is currently operating. According to the resource-based theory, synergy can be achieved if a company's resources are managed in such a way that it consistently achieves its goals and consistently ranks among the market leaders. A company's "eco-performance" can be defined as the extent to which it takes steps to lessen its impact on the environment during and after production. Organizational environmental performance refers to how well an organisation does in terms of implementing programmes that are good for the environment. Several studies have been conducted, and the results show that implementing green human resource management practices has a positive and significant impact on both business results and environmental results.

OBJECTIVE OF THE STUDY

1. To identify the factors influencing the organization to practice Green HRM

Literature samples

According to Mohammed Aboranadan and Osman K. Karatepe's (2021) research, hotels' environmental performance is significantly impacted by the extent to which they are recognized as supporting green initiatives. Green human resource management and the perception of green support from the organisation are used as independent variables, with employee and ecological output serving as dependent ones. We collected information from 200 guests at medium and small Palestinian hotels. This study employs structural equation modeling. The results indicate a highly significant relationship between the two categories of factors. Green OS was found to be related to improved non-environmentally friendly aspects of an organization's performance, but data on the effects of GHRM activities is scarce. The mechanism connecting Green HR Management and these performance outcomes is also poorly documented.

The empirical role of GHRM in environmental performance is defined by Richa Chaudhry (2020). Green HRM served as the independent variable, with environmental performance serving as the dependent variable. This finding demonstrates a statistically significant correlation between the dependent and unconstrained (independent) variables. Information was collected from 301 professionals in the auto industry. Cross-sectional analysis was used, and the proposed model was put through its paces with the help of a hierarchical regression analysis. Green HR Management was established to foresee eco-friendly actions by workers, whether required by their jobs or taken on their own initiative. According to the results, it's crucial to factor dependability into HR processes if you want to achieve long-term success.

Employee engagement, training, and a shared environmental vision were used as independent (free) variables in an empirical study of the factors influencing pro-environmental performance (Imas Rosidawati Wiradirja & Hernawati Ras, 2020). There was found to be a strong correlation between the two variables. People who work in the textile industry were polled for this study. Overall, 59.83% of eligible participants filled out the survey. The results show that OCBE is crucial for offsetting the negative effects of green employee engagement, green training, and green shared vision initiatives on environmental performance in the workplace.

Nonconformance quality of yarn within the ring spinning machine is high unevenness on the yarn, according to research by Dharma, F. P., Z. F. Ikatrinasari, H. H. Purba, and W. Ayu (2019), titled "Reducing nonconformance quality of yarn using pareto principles and fishbone diagram in textile industry." The disparity keeps getting worse. Since unevenness tends to reoccur frequently, fixing it must be a top priority.

RESEARCH METHODOLOGY

This investigation makes use of both primary and secondary sources. Research in this study relied on a mail-in questionnaire to collect primary data from a sample of Coimbatore district health service providers. Judgment sampling is being used to select 30 health service organisations from the district and distribute questionnaires to them based on whether or not they have implemented green human resource management. All of the information used in this study came from previously collected secondary sources, such as books, websites, publications, and reports from businesses, as well as news articles.

Table 1: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	1848.726
	df	105
	Sig.	.000

Source: Primary Data

The table 1 presents the KMO Measure of Sampling Adequacy value is .824 which means that all the variables are positively correlated. Bartlett's test of Sphericity significance value is less than 0.00 and hence it is concluded that Factor Analysis can be performed for these variable.

Table 2:Communalities		
	Initial	Extraction
Environmental concern	1.000	.928
Political consideration	1.000	.504
Legal requirements	1.000	.590
Organizational policy	1.000	.596
Competitive advantage	1.000	.773
Societal contribution	1.000	.618
Customer welfare	1.000	.561

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Brand name / Goodwill management	1.000	.521
National interest	1.000	.575
Regional pressure	1.000	.634
Improving productivity/Service	1.000	.647
Employees' satisfaction	1.000	.603
Workload management	1.000	.612
Technological requirement	1.000	.596
Faster and economical in services	1.000	.959
Extraction Method: Principal Component Analysis.		

Source: Primary Data

The verification of individual variances has shown in the communalities that the 15 variables have their variances ranging from .504 to .959 this implies the 15 variables are statistically significant.

Table 3: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.875	32.502	32.502	4.875	32.502	32.502	3.767	25.114	25.114
2	1.357	9.045	41.548	1.357	9.045	41.548	1.885	12.564	37.678
3	1.260	8.402	49.950	1.260	8.402	49.950	1.784	11.897	49.575
4	.928	6.789	56.739						
5	.916	6.704	63.443						
6	.906	6.037	69.480						
7	.774	5.161	74.641						
8	.742	4.947	79.587						
9	.597	3.980	83.568						
10	.563	3.755	87.323						
11	.503	3.353	90.676						
12	.449	2.992	93.668						
13	.353	2.353	96.021						
14	.318	2.121	98.142						
15	.279	1.858	100.000						
Extraction Method: Principal Component Analysis.									

Source: Primary Data

The above table exhibits the result of factor analysis with principal component analysis of 15 items of factors influencing with 3 factors which extracted out, by the three values, such as 32.502, 9.045 and 8.402 respectively are greater than recommended level of 1.

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The above table presents an indicative list of factor loadings before rotation. All the 15 variables are loaded on various factors. In order to unearth the underlying structure among the variables, Rotated Component matrix is attained and the loadings of all the variables on three Factors are shown in the following table.

Table 4: Rotated Component Matrix[a]

	Component		
	1	2	3
Environmental concern	.091	.024	-.011
Political consideration	.689	.076	.043
Legal requirements	.664	.214	.022
Organizational policy	.705	.199	.141
Competitive advantage	.076	-.090	.861
Societal contribution	.771	-.015	.141
Customer welfare	.701	.103	.227
Brand name / Goodwill management	.369	.315	.503
National interest	.602	.265	.177
Regional pressure	.760	.199	.068
Improving productivity/Service	.186	.169	.754
Employees' satisfaction	.082	.767	-.057
Workload management	.234	.738	.083
Technological requirement	.284	.634	.284
Faster and economical in services	-.010	.011	.019
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Source: Primary Data

From the above table 4, only those factor loadings which are greater than or equal to 0.5 are considered and they are tabulated as below;

Table 5: Factors Loaded

Factor Components	Constructs	Factors
I	Environmental concern	Environment
	Political consideration	
	Legal requirements	
	National interest	
	Regional pressure	
II	Organizational policy	Internal

	Brand name / Goodwill management	
	Improving productivity/Service	
	Employees' satisfaction	
	Workload management	
III	Competitive advantage	External
	Societal contribution	
	Customer welfare	
	Technological requirement	
	Faster and economical in services	

Source: Primary Data

The table 5 presents the components in which the constructs are loaded. The first component comprises of 5 constructs and named as environment factor, the second component consists of 5 constructs and named as internal factor and third component consists of 5 constructs and named as external factor.

CONCLUSION

No matter how well-established or robust a company's operations may be, its success rests on the shoulders of its human resources and the systems put in place to support them. They are responsible for developing and enforcing laws meant to preserve the natural world. Despite having access to human resources and new environmentally friendly regulations, many still view going green as a daunting task. There is still a lot of uncertainty about how to effectively adopt green HR management methods in organisations around the world in order to build a truly green corporate culture, despite the fact that "green HRM" has been the subject of a lot of recent literature.

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