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# THE ROLE OF GREEN RECRUITMENT AND SELECTION ON EMPLOYEE PERFORMANCE

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## Abstract

Green recruitment simply refers to a paper-free recruitment process with a reduced negative impact on the environment. The researcher used t test and regression analysis to find the result. It can be concluded that among the six variables of Green recruitment and selection Energy conservation is the main factor that to prefer the Green recruitment and selection in the IT sectors.

**Keywords:** Green recruitment, Paperless work, Energy conservation.

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## INTRODUCTION

Recruitment is the most important function of HR is changing its colour. Environmental sustainability and social responsibility have undoubtedly risen to the forefront of discussion. The environmental issues have gained a lot of importance in the wake of raging debates on global warming, recycling, energy conservation initiatives and natural calamities.

Green selection is a process of identifying, evaluating and verifying (where necessary) candidates' eco-mindedness, ecological values and sensitivity to environment-related issues. Green HR helps in achieving greater efficiency and lower costs within a process, reducing and eliminating ecological wastage and refurbishing HR products, tools, and procedures. Being environmentally conscious, organizations are starting to integrate green attempts into their regular work environment with society.

HR manager must ensure that a large number of quality applicants consider a firm's environmental credentials as one of their primary criteria for selecting a job otherwise it will be highly impossible to get the senior management to support green recruitment initiatives. For this purpose HR people can initiate focus group discussions at industry forums to identify what "green" factors would be important to individuals seeking new jobs. Other option is to ask the candidates during interviews their decision criteria for selecting a job or on the Web site to list their decision criteria. During orientation, ask those who accepted jobs what criteria they used to make the decision. Finally, contact those who rejected your offers three to six months down the line to identify positives and negatives.

Companies should make it visible their green efforts and the results of those efforts on corporate careers Web site. Companies should reveal the recycling statistics, as well as whether they are carbon neutral,

efforts limiting greenhouse gases or win environmental awards. The website should also include narrative or video profiles of company's environmentally conscious employees.

Green recruiting can be successful if the candidates know that the environment based recruiting metrics match with the rewards in terms of hiring decision. The metrics should include the extent

to which candidates are aware of company's strong environmental record, the number of candidates who reject offers because of a poor record and the extent to which the potential hires cite the company's strong environmental record as one of the main reasons for accepting the offer. Finally HR manager can organize exit interviews with your top performers to identify whether environmental factors contributed to their exit.

## REVIEW OF LITERATURE

Tareq Fayege obaid (2015) The present study is a conceptual paper aims to investigate the impact of human resource management factors like green recruitment, green training and development and green learning on the performance of the firm. The main goal of this study is to make an analysis of the existing literature of human resources management by focusing on three above stated determinants of firm performance. The existing literature in the field revealed a positive influence of recruitment, training and development, and learning on the performance of the firm.

Mamatha(2022) The environmental dimension is the first step towards sustainability because it is easy to implement some initiatives such as recycling, using energy efficiently and reducing waste etc. Implementation of GHRM practices may be due to the increase in ecological awareness among the employees in the organization, which translates into the sustainability in organization, GHRM Practices will reduce

cost, improved customer relations, acceptance by local authorities and communities and also increased employee satisfaction, loyalty and motivation. This paper presents the effect of Green Human Resource Management (GHRM) practices (overall) on the organization's sustainability and to identify the ways in which the organizations can improve their sustainability.

Greeshma (2022) The main purpose of this study is to examine how far Green Human Resource Management practices have been implemented in Indian organizations and to find out the barriers affecting the implementation of Green Human Resource Management. This study is carried out based on the secondary data which is garnered from different sources to make it more meaningful. This paper explains what Green HRM is all about and why it is needed in Indian Organizations? It also focuses on the challenges that Indian Organizations have been facing in the implementation of various Green Human Resource Management practices and also outlines some possible solutions to overcome those challenges. The outcome of this study is expected to help the Indian organizations to transform into sustainable ones.

Sylvia R. Atoko (2023) The objective of this study was to establish the effect of green human resource management practices on organizational effectiveness and efficiency in Africa. The findings revealed a strong relationship between green human resource management practices and organizational effectiveness and efficiency. The study concluded that implementation of green human resource management practices by organizations contributes to benefits such as improvement of the public image of an organization, competitive advantage, a loyal and committed staff, high performance, more awareness on environmental protection and an

organizational ability to adhere to the laws on environmental protection.

Naga Bharani (2023) This paper studies the leading Green HRM practices of Indian Corporate in the current times. Being green should be an organization's moral and ethical responsibility towards the country. Apart from the production & operations, mundane areas like accounting, HRM also has a vast scope of becoming eco-friendlier and green. Therefore, this paper also attempts to discuss the ethical aspect of being green in delivering HR functions. It reflects good corporate citizenship. Many companies agree on green management. In India firms like Wipro, TCS, ACG Associated capsules Pvt. Ltd. and NTT data business solutions adopt Green HRM which helps in environmental sustainability. The study focuses on the implementation of GHRM ideas in Indian business organizations. The study discusses the best practices to observe surveys of Green HRM.

Kiran Reddy (2023) A Study on Implementation of Green Human Resource Practices in the Manufacturing Industries in Kolar District. *International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)* Volume 3, Issue 2. In today's scenario, environmental concern is depleting by the day, and while the entire organisation is focused on monetary benefits, non-monetary benefits are being neglected. This has a direct impact on many organisations. As a result, a number of environmental issues arise, with dreadful consequences for the environment. To address this issue, the concept of green human resource management has been introduced. This paper investigates how these Green HR practices are implemented in organisations and how they contribute to the preservation of a sustainable environment in the industries in kolar district. This paper also focuses on the organization's current Green HR trend.

Shruthi, Kavitha (2023) Employee engagement refers to how enthusiastic a worker is about their work. An engaged worker is concerned with his performance and how it affects the company. The link between an employee's work ethic, commitment, and contentment is an inner mental condition. In order to please their customers, the business must take care of its staff. To attain the organization's ultimate aim, management must learn what the staff wants. To engage the workforce, strategies such as transparency, empowerment, purpose, behavior, and listening can be used. This study attempts to analyze the tactics that generate employee engagement in IT sector while concentrating primarily on the engagement strategies used in a sample of Chennai-based IT sectors. The objective of this empirical study is to determine how the identified techniques affect employee engagement.

### OBJECTIVES OF THE STUDY

To study the importance of Green recruitment and Selection in IT sector

To analyse the impact on Green recruitment and Selection on Employee Performance

### HYPOTHESES OF THE STUDY

There is no significant difference among the variables of Green recruitment and Selection in IT sector

There is no significant impact on Green recruitment and Selection on Employee Performance

### ANALYSIS AND DISCUSSION

Green recruitment simply refers to a paper-free recruitment process with a reduced negative impact on the environment. It is the process of attracting and hiring candidates with green skills and values. This is a procedure by which management attract and hire candidates with attitude, behaviour, knowledge and skills that adheres with managing the environment of an organisation. Under this form of recruitment pattern, mediums such as online portal, online application forms like Google forms, telephone or video-based interviews are employed in minimising travel-related environmental impact.

	N	Mean	Std. Deviation	Std. Error Mean	T test	Sig.
Paperless recruitment	487	3.51	.831	.038	93.178	.000
Environmental impact	487	3.99	.963	.044	91.494	.000
Energy conservation	487	4.16	.786	.036	116.873	.000
Unswerving commitment	487	4.06	.939	.043	95.495	.000
Reduce cost	487	4.00	1.107	.050	79.794	.000
Save time	487	4.12	.890	.040	102.118	.000

Source-Computed data

From the above table it is found that the mean values range from 3.51 to 4.12 with the respective standard deviation and standard error. The t values 93.178, 91.494, 116.863, 95.495, 79.794 and 102.118 are significant at the 5 % level. Therefore, it can be concluded that among the six variables of Green recruitment and selection Energy conservation is the main factor that to prefer the Green recruitment and selection in the IT sectors.

## IMPACT OF GREEN RECRUITMENT AND SELECTION ON EMPLOYEE PERFORMANCE

The Green Recruitment and Selection consist of six variables and its subsequent influence over Employee Performance is measured through linear multiple regression analysis. The results are presented below

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 <sup>a</sup>	.969	.969	.989
a. Predictors: (Constant), F6,, F2, F3, F1, F4, F5				

Source –Computed data

From the above table it is found that R=.985 R square = .969 and adjusted R square .969. This implies the Green Recruitment and Selection variable create 97% variance over the Employee Performance. The cumulative influence of six variables of Green Recruitment and Selection over Employee Performance is ascertained through the following one way analysis of variance.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14860.923	6	2476.820	2532.401	.000 <sup>b</sup>
	Residual	469.465	480	.978		
	Total	15330.388	486			
a. Dependent Variable: Employee Performance						
b. Predictors: (Constant), F6,, F2, F3, F1, F4, F5						

Source –Computed data

Table 3 presents that  $f=2532.401$   $p=.000$  are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for Employee Performance. The individual influence of all these six variables is clearly presented in the following co-efficient table.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.338	.260		1.296	.195
	Paperless recruitment	1.715	.147	.264	11.677	.000
	Environmental impact	.145	.143	.022	1.013	.312
	Energy conservation	2.943	.127	.496	23.200	.000
	Unswerving commitment	.188	.134	.039	1.402	.031
	Reduce cost	.163	.173	.026	.938	.349
	Save time	.970	.126	.181	7.696	.000

a. Dependent Variable: Employee Performance

Source –Computed data

From the above table it shows that Paperless recruitment (Beta=.264, t=11.677, p=.000), Energy conservation (Beta=.496, t=23.200, p=.000), Unswerving commitment (Beta=.039, t=1.402, p=.031), Save time (Beta=.181, t=7.696, p=.000) are statistically significant at 5% level. This indicates that the Energy conservation and paperless recruitment are the important factors in the Green recruitment and selection and it indicates in the performance of the employees.

## FINDINGS AND CONCLUSION

Green recruitment simply refers to a paper-free recruitment process with a reduced negative impact on the environment. Green HR helps in achieving greater efficiency and lower costs within a process, reducing and eliminating ecological wastage and refurbishing HR products, tools, and procedures. This indicates that the Energy conservation and paperless recruitment are the important factors in the Green recruitment and selection and it indicates in the performance of the employees. Therefore, it can be concluded that among the six variables of Green recruitment and selection Energy conservation is the main factor that to prefer the Green recruitment and selection in the IT sectors.

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