

A Study on The Relationship Between Green HR Practices and Employee Engagement



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ABSTRACT: The growing emphasis on sustainability and CSR led to the creation of "green HR practices". Green HR procedures focus on the integration of environmental sustainability into policies and processes of human resources and their impact on the involvement of employees is examined by organizations around the world. The aim of this study is to explore the relationship between Green HR practices and the involvement of employees and to examine how these practices affect employees' morale, satisfaction with work and organizational commitment. We will also identify key factors that affect the implementation of environmental practices HR and their potential role in supporting sustainability culture within the workforce in this article. Keywords: social responsibility of enterprises (CSR), involvement of employees, procedures of green human resources, procedures of green human resources, human resources, satisfaction with work, organizational commitment, sustainability.

KEYWORDS: Social responsibility of enterprises (CSR), Green Human resource (GHR) Practices, Green human resource management (GHRM), Employee engagement, employees etc.

I. INTRODUCTION

In recent years, the concept of environmental sustainability has gained considerable attention in the business world. As the organization seeks to reduce its impact on the environment, the department of human resources (HR) has begun to perform "green human resources" procedures to support sustainable behavior among employees. These practices include recruitment, training, development, performance and reward management, all aimed at promoting ecological behavior in the organization.

One of the key objectives of Green HRM implementation is not only to achieve organizational sustainability goals, but also to increase employees' involvement. The involvement of employees concerns the level of emotional obligation, motivation and enthusiasm that employees show to their organization and its goals. Employees are more productive, have higher satisfaction with work, show a lower level of absence and is more likely to stay in the organization. However, support for a high level of involvement is a complex task that requires organizations to align their policies, work culture and procedures with personal values and aspirations of employees.

In this context, Green HR procedures can play a key role in improving employees. The organizational sustainability objectives with the personal values of employees - especially those who are ecologically aware - can create an organization that supports more satisfaction with work, motivation and loyalty. The integration of green practices into HRM can offer employees a sense of purpose because they know that their work contributes to a greater cause of environmental protection.

The aim of this research is to explore the relationship between Green HR practices and the involvement of employees and to address the question of whether the acceptance of environmental personnel practices can lead to more engaged and motivated labor. Specifically, they try to explore how different Green HR initiatives affect the attitudes, behavior and performance of employees. The study also examines how green practices can be used to cultivate positive organizational culture, where the sustainability and well-being of employees go hand in hand.

The main problem of research solved in this article is the extent to which Green HR procedures affect the involvement of employees in organizations.

Research Objectives:

The main objective of this study is to explore the impact of the procedures of green human resources on the involvement of employees. The aim of the research is to explore:

- The nature and types of green practices hr.
- How these practices affect employees, satisfaction with work and organizational commitment.
- Role of management in the execution and support of Green HR practitioners.

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- Barriers Effectively implementation of Green HR.
- Explore the concept of Green HR.
- Examine the interconnection between Green HR procedures and employees.
- Examine the impact of GHRP on the organizational performance and behavior of employees.

Significance of Study

This study will provide valuable insights to HR managers, organizational leaders, and policymakers interested in fostering sustainability while improving employee engagement. Understanding the link between green HR practices and employee engagement can help companies build a motivated workforce that contributes to both organizational success and environmental sustainability.

II. LITERATURE REVIEW:

A. *Green HR Practices*

Green HR practices refer to human resource management strategies that align with an organization's sustainability goals. They include:

- **Green Recruitment and Selection:** Hiring employees with a commitment to sustainability.
- **Green Training and Development:** Offering training programs to employees to enhance environmental awareness and skills.
- **Green Performance Management:** Incorporating sustainability goals in employee performance assessments.
- **Green Compensation and Rewards:** Offering incentives to employees for participating in sustainable practices.

B. *Employee Engagement*

Employee engagement is defined as the level of enthusiasm and dedication an employee has toward their job. High levels of engagement activities are associated with improved job performance, productivity, and organizational loyalty.

Factors Influencing Employee Engagement

Key factors influencing engagement include:

- **Environmental Initiatives:** Employees appreciate the opportunity which contribute to sustainability goals.
- **Workplace Culture:** An organizational culture that encourages green HR practices fosters a sense of purpose.
- **Recognition and Rewards:** Organizations that recognize eco-friendly contributions enhance employee motivation and engagement towards work.

Link Between Green HR Practices and Employee Engagement

Several studies suggest that the procedures of green human resources lead to a higher level of involvement of employees by aligning the values of employees with organizational values. Employed employees are more likely to positively contribute to the environmental initiatives of the organization and will be more productive and committed to the company's objectives.

• *Theoretical Framework*

This study will use the theory of social exchanges (SUT), which assumes that employees will return to positive treatment that they receive from their organization (eg environmental initiatives) with greater loyalty, performance and involvement.

- **Self-Determination Theory:** suggests that support for internal motivation through green practices is in line with employees' values and supports deeper involvement.

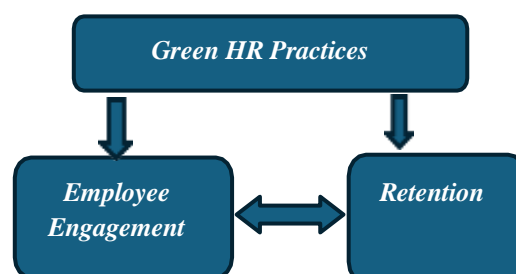


Fig. I.

Existing studies show that GHRP can positively affect employee engagement by aligning personal values with organizational goals. Employees who perceive their organization as environmentally responsible may feel more aligned with its mission and demonstrate higher levels of engagement. Additionally, when organizations actively involve employees in sustainability initiatives, they feel a sense of purpose, which contributes to engagement

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III. RESEARCH METHODOLOGY

1. *Research Design*

This study will use a **quantitative research design** to assess the relationship between green HR practices and employee engagement. A survey will be distributed to employees across various sectors that have adopted green HR practices.

2. *Sampling and Population*

The target population will include employees working in organizations that have implemented green HR practices. A random sampling method will be employed to select participants from multiple industries, including manufacturing, technology, and services.

3. *Data Collection*

A structured questionnaire will be used to collect the data. The questionnaire will consist of two main sections:

- Section 1: Green HR practices (e.g., training programs, eco-friendly policies).
- Section 2: Employee engagement (e.g., job satisfaction, organizational commitment).

4. *Data Analysis*

The collected data will be analyzed using **descriptive statistics** to summarize the responses and **regression analysis** to test the hypothesis about the impact of green HR practices on employee engagement.

IV. RESULTS AND DISCUSSION

A. *Descriptive Analysis*

The data will be presented through tables and graphs to give an overview of the extent of green HR practices adopted and employee engagement levels in the selected organizations.

B. *Hypothesis Testing*

The regression analysis will provide insights into the strength of the relationship between green HR practices and employee engagement, revealing whether green initiatives significantly impact employee satisfaction, motivation, and organizational commitment.

C. *Discussion*

The findings will be compared to previous studies, and the implications of green HR practices for organizations and employees will be discussed. Challenges such as resource limitations, resistance to change, and lack of awareness will also be explored.

V. CONCLUSION AND RECOMMENDATIONS

A. *Conclusion:*

The study will summarize the key findings related to the impact of green HR practices on employee engagement. It will conclude with a reflection on how organizations can integrate sustainable HR practices to foster a more engaged and motivated workforce.

This study demonstrates that Green HRM practices have a significant impact on employee engagement. Organizations that incorporate sustainability into their HR policies not only contribute positively to the environment but also enhance employee motivation, loyalty, and job satisfaction. Given the growing emphasis on corporate social responsibility, integrating Green HRM into organizational practices should be a priority for organizations seeking to improve employee engagement and overall organizational performance.

Moreover, Green HRM creates an organizational culture that promotes sustainability, which is increasingly important in today's corporate environment, where consumers and stakeholders value corporate social responsibility. In this context, Green HRM serves as a strategic tool for improving both employee engagement and the company's overall image as a socially responsible entity.

However, it is essential for organizations to recognize the potential challenges in fully implementing Green HRM practices. Barriers such as high initial costs, lack of awareness, or resistance from employees may arise. It is crucial to address these challenges by providing adequate training, fostering a clear and open communication strategy, and ensuring top management's involvement in promoting green initiatives.

In conclusion, Green HRM practices are more than just a trend; they are a strategic investment in both the environmental sustainability of the organization and the long-term engagement of its employees. As the world becomes increasingly concerned with climate change and environmental degradation, organizations that champion Green HRM will not only contribute positively to the planet but also experience enhanced employee engagement, which will ultimately lead to sustained organizational success.

B. *Recommendations*

Based on the findings, the study will offer practical recommendations for organizations looking to implement or enhance their green HR practices. Suggestions may include:

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- Incorporating sustainability into organizational culture.
- Providing training programs to educate employees about environmental issues.
- Creating recognition and reward systems for employees who contribute to sustainability.
- Organizations should prioritize Green HRM practices.
- Provide training and awareness programs.
- Measure employee engagement regularly.
- Integrate Green HRM Practices into Core HR Strategies.
- Promote Green Leadership and Training Programs.
- Ensure Employee Participation in Sustainability Initiatives.
- Incorporate Green Goals into Performance Management.
- Foster a Green Organizational Culture.
- Regularly Measure Employee Engagement and Sustainability Impact.
- Develop Green Benefits and Incentive Programs.
- Communicate the Organizational Green Mission Transparently

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