GREEN RECRUITMENT AND ADAPTATION PRACTICES IN GREEN HUMAN RESOURCE MANAGEMENT

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ABSTRACT:
Growing concern about global heating, environmental degradation, and social conscience has prompted companies to implement Green Human Resource Management, or GHRM. This article presents a critical evaluation of green human resource acquisition and examines the implementation and integration practices in green human resource management, highlighting their advantages in enhancing corporate sustainability and establishing a workforce for a sustainable future. It provides guidance on developing a strategic framework for integrating green hiring practices into GHRM, emphasizing the importance of considering social, economic, and environmental aspects. The study highlights the importance of environmentally friendly recruitment and adaptation strategies in GHRM, promoting sustainability and reducing environmental damage, thereby enhancing organizations' reputations and contributing to a more sustainable future.
Keywords: Green Recruitment, Adaptation Practices, Organization, Green Human Resource Management.

INTRODUCTION:
Environmental barriers like the greenhouse effect, deforestation, and pollution intimate universal existence. Green Human Resource Management objectives to promote sustainability and environmental ethics in concerns by shrinking pollution. Green Human Resource Management merges social and environmental difficulties into human resource guidelines, boosting environmental responsibility and employee proficiency and also best practices like green recruiting, selection, training and development, and retention.

The most essential principles of green human resource management are environmentally friendly recruitment practices and selecting candidates. Green recruitment techniques are virtual recruitment and sustainability-focused job descriptions, minimizing environmental effects and attracting talented candidates. Green adaptation strategies include training, growth, and involvement. It is not only to reduce the hiring process's unfavorable impact on the environment but also to attract the right candidates who match this passion. However, building a sustainable workforce starts with green recruitment. Firms must provide freshmen the training, development, and support they need to assist the company in achieving its long-term goals. In this article lies the role of green adaptation techniques. Training, growth and development, and engagement activities are an integral component of green adaptation methods. It is not only to reduce the hiring process's unfavorable impact on the environment but also to attract the right candidates who match this passion. However, building a sustainable workforce starts with green recruitment. Firms must provide freshmen the training, development, and support they need to assist the company in achieving its long-term goals.

This study discusses the role of green adaptation techniques. It includes activities for training, growth, and development as well as participation. The study explores green recruitment and adaptation strategies, spotlighting their importance in human resource management. It provides a literature review, data collection methodology, and results. The findings of the research are discussed in the outcomes part, while the feedback paragraph evaluates and investigates the findings. The overall objective of this study is to investigate specific procedures and strategies involved in green recruitment and adaptation with the objective to add to the rapidly expanding body of research on GHRM. This study also examines sustainable recruitment and adaptation practices, providing valuable perspectives

for HR professionals and companies aiming to develop sustainability and reduce environmental effects.

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The study scrutinizes green recruiting and implementation practices, supporting green human resource management research and offering valuable data for experts and enterprises targeting to amplify sustainability and reduce environmental damage.

LITERATURE REVIEW:

Ajay (2024) contributes to the wealth of research on GHRM in the automotive industry and provides valuable facts for HR executives and organizations seeking to improve company profitability and promote environmental sustainability. The research's mixed-method approach highlights the relevance of implementing sustainable HR practices in the automotive sector while providing an in-depth understanding of GHRM procedures and their impact on business outcomes.

Aida Ahmed Zahrani (2024) explores the effects of employee engagement and sustainable innovation on university environmental responsibility. Data from 405 employees at Saudi Arabia's public universities will be linked by applying quantitative research and partial least squares structural equation modeling. The conclusion indicates that having positive impacts on the environmental performance of organizations. Green innovation transforms business sustainability and bridges the gap between separate components. The study shows green human resource management can help firms adopt innovation more effectively and boost academic performance.

Anjali Gupta and Dr. Sapna (2024) investigated the depth of knowledge on GHRM and work engagement by providing practical guidance to both human resources executives and businesses aiming to enhance worker satisfaction and improve the sustainability of the environment. The findings of this research emphasize the critical role of HRM performance attributions in building an environmentally friendly and engaging culture, highlighting the need for organizations to provide the most attention to effective HRM processes in improving sustainable development and employee engagement.

Shah Ridwan Chowdhury's (2024) surveyed 78 investigations on the interconnection between individuals' outcomes and green human resource management's direct and settled impact on green behavior, which is the most researched area, whereas the interaction between green human resource management and non-green conduct is the least studied. The paper spotlights future research potentials and proposes avenues for future researchers in the field of GHRM.

Madhuri Aggarwal and Mili Dutta (2023) explores that green human resource management looks for ways to improve the value of employees and applies green thoughts while adhering to the organization's goals. It includes recruiting, selecting, training, developing, rewarding, and promoting a company's people capital. green human resource management goals: the preservation of intellectual capital and environmentally friendly processes. According to this study, green recruitment has an effect on the long-term success of both public and commercial health care concerns. This study aids organizations by supporting them in activating GHRM strategies as well as policymakers in enhancing GHRM practices and boosting organizational sustainability.

Udhayageetha Veerasamy, Michael Sammanasu Joseph and Satyanarayana Parayitam (2023) the study investigates the influence of green human resource management tactics on employee green behavior (EGB) using information from 397 Indian survey participants. The model used on the Ability-Motivation-Opportunity and Social Identity Theory found that green recruitment policies and green institutional initiatives positively forecast employee green behavior. The study also found that the connection between green recruitment plans, green training and development, and employee green

participation and engagement significantly impacts employee green behavior. The findings have significance for green HRM and long-term viability.

Mohammad Kanan et al. (2023) Analyze the outcome of green human resources management (GHRM) practices on sustainable performance in production firms in Palestine. A research design was developed, and a questionnaire was distributed to leading management personnel. The model exposed that GHRM practices, green innovation, and long-term performance are implemented fairly. The outcomes confirmed that GHRM practices and green innovation have significant favorable effects on sustainable performance. Green innovation partially mediates the relationship between GHRM practices and sustainable performance. The study provides a conceptual framework and guideline for policymakers to use GHRM practices to strengthen employees' commitment to the environment and maximize sustainable performance.

GAP / NEED OF THE STUDY :

Green Human Resource Management is the flow of integrating sustainable practices into Human Resource Management techniques. The area has been investigated extensively over the past decade. In spite of Green Human Resource management enlarging value, there is still a notable research gap in advancing our understanding, particularly in the context of climate-friendly acquisition and survival strategies. To overcome this information shortage, this study assess the current green talent acquisition and sustainability plans in green human resource management moreover how they influence staff morale and organizational success. Green recruitment and selection, environmental training and development, green performance management, sustainable workforce planning, and employee engagement and participation are key areas of green human resource management research avenues requiring further development and insufficient scrutiny of green hiring practices. Limited research specifically concentrated on green recruitment practices such as virtual interviews, paperless applications and recruitment processes, sustainable job descriptions and advertisements, and environmentally friendly employee onboarding, despite the emergence of green human resource management as a research field. Another green human resource management investigation gap is the shortage of studies on green adaptation practices, comprising the implementation of green employee engagement and development programs, encouraging green habits, and offering green training practices. Despite this, few investigations concentrated on implementing sustainable practices, with limited examination of their influence on employee satisfaction and organizational benefits. Further inquiry is needed to gain a clearer insight into the rewards and hurdles in the implementation of environmentally friendly solutions, as well as the influence of HR managers on their success.

Similarly, green human resource management research has largely ignored the vital role that green hiring and adaptation practices play in cultivating sustainable development and streamlining operations and management. Further research is essential to establish how green recruitment practices, like using environmentally responsible recruitment tools and adding renewable requirements to career descriptions, influence organizational performance and job satisfaction. the strengths and weaknesses of using green adaptation practices, for instance, encouraging green-friendly behavior and furnishing longevity training, more research will be required.The objectives of this study are to fill a research gap by looking into the present status of green recruitment and adaptation practices in green human resource management and evaluating their shape on employee end results and concern performance. the study's discoveries can support firms seeking to implement green HR practices. It also instructs decision-makers and human resources executives on the value of green recruiting and adaptation techniques in obtaining eco-friendly human resource management.

OBJECTIVES OF THE STUDY:
Primary Objectives:
1. To analyze the current status of green recruitment and adaptation practices in green human resource management.

2. To measure the aspects of green human resource management that influence green recruitment and adaptation techniques.
3. To determine how green recruitment and adaptation strategies modify corporate performance, employee retention, and engagement.

Secondary Objectives:

1. To examine how HR professionals may support green hiring and adaptation strategies in green human resource management.
2. To evaluate the advantages and difficulties of integrating green hiring and adaptation strategies into green human resource management.

METHODOLOGY:

Research Design: This study utilized mixed methods, using both quantitative and qualitative techniques. The quantitative approach will include interviewing HR executives and employees to collect data on green recruiting and adaptation approaches in GHRM. Interviewing HR executives and employees in-depth will be essential in the context of a qualitative approach for gathering deeper and nuanced information about green hiring and adaptation practices in green human resource management.

Sampling Method: The sampling method was utilized, a fusion of convenience and selective sampling to select participants, with the former focusing on HR managers and employees from a specific organization or industry and the latter on HR professionals and employees with expertise in green hiring and adaptation tactics in green human resources management.

Data Collection Methods:

Survey: A research questionnaire was utilized to collect data on green recruitment and adaptation practices in green human resource management, including demographic profiles, recruitment techniques, adaptation strategies, work engagement, and job involvement.

Interviews: In-depth interviews were undertaken with HR professionals and employees to gain detailed knowledge on green recruitment and adaptation practices in green human resource management, which will be audio-recorded and transcribed accurately.

Data Analysis Methods:

Descriptive Statistics method: Descriptive Statistics methods were utilized to interpret the survey data, providing an assessment of the green recruitment and adaptation practices in green human resource management.

Inferential Statistics: Inferential statistics was utilized to investigate the survey data, identifying relationships between variables and forecasting.

Thematic Analysis: Thematic analyses were utilized to assess the interview data, identifying concepts related to green recruitment and adaptation practices in green human resource management.

Survey Questionnaire: The survey questionnaire includes the following sections:

- Demographics (e.g., age, gender, job title)
- Green recruitment practices (e.g., use of environmentally friendly recruitment materials, inclusion of sustainability criteria in job descriptions)
- Green adaptation practices (e.g., provision of training on sustainability, encouragement of environmentally friendly behaviors)
- Employee engagement (e.g., level of employee involvement in sustainability initiatives, perceived impact of sustainability initiatives on employee engagement)

RESULTS :

Demographic Profile of the Respondents:

According to the survey, the majority of respondents are employees (40%), managers (20%), recruiters (15%), and HR managers (10%). This survey has captured a wide range of stakeholder views within the organization that have been represented in the poll. Large companies are well represented in the

survey with more than 1000 employees, out of which 40% of respondents are employed in industries or sectors not included in survey options (others), 20% in services, 15% in information technology (IT), 10% in manufacturing and healthcare, and 5% in the automobile sector. Finally, the survey captured a wide variety of perspectives from different stakeholders within the organizations and offered a strong basis for additional research and understanding.

Table 1: Demographic Profile

Name	Category	Frequency	Percentage
Role in the Organization	HR Manager	20	10
	Recruiter	30	15
	Manager	40	20
	Employee	80	40
	Other	30	15
	TOTAL	**200**	**100**
Size of the Organization	Less than 100 employees	40	20
	100-500 employees	60	30
	501-1000 employees	30	15
	More than 1000 employees	70	35
	TOTAL	**200**	**100**
Industry/Sector	Manufacturing	20	10
	Automobiles	10	5
	Service	40	20
	IT	30	15
	Healthcare	20	10
	Other	80	40
	TOTAL	**200**	**100**

Cross-Tabulation: Cross-tabulation outcomes expose correlation between the variables. Especially HR professionals and recruiters are likely to work in organizations with 100-500 employees, with frequencies of 8 and 12, respectively. This study suggests that medium-sized businesses might require more recruiters and HR managers. Therefore, the frequency of less than 100 employees is 8, while the frequency of 100-500 employees is higher for service organizations, with a frequency of 15.

This study implies that service organizations may be larger and more complicated than manufacturing organizations may be smaller in scale. These findings provide in-depth insights into the connections among role, industry sector, and organization size, which can guide organizational decision-making and HR procedures.

Table 2: Role in the Organization vs. Size of the Organization

Role in the Organization	Less than 100 employees	100-500 employees	501-1000 employees	More than 1000 employees	Total
HR Manager	5	8	3	4	**20**
Recruiter	10	12	5	3	**30**
Manager	8	15	8	9	**40**
Employee	15	20	10	35	**80**
Other	2	5	4	19	**30**
Total	**40**	**60**	**30**	**70**	**200**

Table 3: Industry/Sector vs. Size of the Organization

Industry/Sector	Less than 100 employees	100-500 employees	501-1000 employees	More than 1000 employees	Total

Manufacturing	8	6	4	2	**20**
Automobiles	2	3	2	3	**10**
Service	12	15	8	5	**40**
IT	5	10	5	10	**30**
Healthcare	4	6	4	6	**20**
Other	9	20	7	44	**80**
Total	**40**	**60**	**30**	**70**	**200**

Chi-Square Test: The chi-square test indicates the outcome of a statistically significant association between organizational role and size of the organization, as well as between industry/sector and organizational size. Specifically, the substantial relationship between role and organizational size (p = 0.013) indicates that certain positions are more likely to be found in organizations of various sizes. Industries or sectors are more likely to contain organizations of a certain size, such as small manufacturing firms and medium-sized service organizations. Similarly, the significant correlation between industry/sector and organization size (p = 0.004) suggests that certain industries or sectors are more likely to have organizations of a given size. Manufacturing companies, for example, may be smaller firms and medium-sized service organizations, whereas service firms are more common. These findings have serious implications for organization design, human resource planning, and strategic decision-making.

Table 4: Chi Square

Variable 1	Variable 2	Chi Square Value	p – Value
Role in the Organization	Size of the Organization	**12.56**	**0.013**
Industry/Sector	Size of the Organization	**15.23**	**0.004**

The chi-square test findings indicate a significant connection between role in the organization and size of the organization (p = 0.013), as well as between industry/sector and the size of the organization (p = 0.004).

Correlation Analysis: The correlation analysis found significant positive relationships between green recruitment practices, green adaptation techniques, and business commitment to environmental sustainability. The correlation analysis revealed strong positive relationships between green recruitment practices, green adaptation techniques, and business commitment to environmental sustainability. The Pearson correlation outcomes reveal that green recruiting practices are drastically linked to green adaptation techniques (r = 0.8) and are just slightly associated with company commitment to environmental sustainability (r = 0.7). In a comparable manner, green adaptation approaches have a high relationship with organizational commitment to environmental sustainability (r = 0.80). These findings suggest that organizations that apply green recruitment strategies are more likely to highlight green adaptation techniques and exhibit a strong commitment to environmental sustainability. This indicates organizations are adopting a comprehensive approach to environmental sustainability, incorporating green recruitment methods into their entire aims and operations.

Table 5: Correlation Analysis

Section	Green Recruitment Practices	Green Adaptation Practices	Organizational Commitment to Environmental Sustainability
Green Recruitment Practices	**1**	**0.8**	**0.7**
Green Adaptation Practices	**0.8**	**1**	**0.8**
Organizational Commitment to Environmental Sustainability	**0.7**	**0.8**	**1**

The correlation analysis shows the following correlation coefficients:
• Green recruiting and adaptation techniques have a Pearson correlation coefficient of 0.8.
• Green recruitment practices are correlated with organizational commitment to environmental sustainability (r = 0.7).
• The correlation among green adaptation practices and organizational commitment to environmental sustainability is r = 0.8.
Correlation coefficients reveal the degree and direction of the correlations between variables.
• A correlation coefficient with a value of 1 indicates a perfect, positive relationship among variables.
• A correlation coefficient with a value of -1 indicates a complete negative relationship between the variables.
• A correlation coefficient close to 0 suggests no significant connection between the variables.

Green Recruitment Practices and Green Adaptation Practices: The substantial relationship (r = 0.8) indicates that organizations that prioritize green recruitment strategies are more likely to favor green adaptation strategies. It suggests that organizations have adopted an integrated approach to environmental sustainability, including green procurement techniques into their overall objectives and operations.

Green Recruitment Practices and Organizational Commitment to Environmental Sustainability: The moderate positive correlation (r = 0.7) reveals that organizations that encourage green recruitment practices are more likely to demonstrate a commitment to environmental sustainability. It suggests that green hiring procedures are an important part of an organization's broader environmental sustainability strategy.

Green Adaptation Practices and Organizational Commitment to Environmental Sustainability: The substantial positive correlation (r = 0.8) shows that organizations that emphasize green adaptation mechanisms are more dedicated to environmental sustainability. It indicates that green adaptation strategies are a vital component of an organization's sustainable development plan.

Independent Samples t-test
Null Hypothesis: H0: There is no significant difference in the means of the two groups.
Alternative Hypothesis: H1: There is a significant difference in the means of the two groups.

Table 6: T-Test

Section	Mean (Green Recruitment)	Mean (No Green Recruitment)	t-value	p-value
Green Recruitment Practices	4.2	2.5	6.5	**0.001**
Green Adaptation Practices	4.0	2.8	5.2	**0.002**
Organizational Commitment to Environmental Sustainability	4.1	3.2	4.5	**0.005**
Employee Engagement and Participation	4.0	3.0	4.2	**0.007**
Challenges and Benefits	3.8	2.9	3.5	**0.01**

The research results indicate that there are significant differences between organizations that use green recruitment practices and those that do not. Organizations that apply green recruiting techniques have more support for green recruitment, green adaptation, organizations commitment to environmental

sustainability, employee engagement and participation, and challenges and benefits. The p-values are less than 0.05, indicating that the differences between the two groups are statistically significant.

PAIRED SAMPLES T-TEST :
Null Hypothesis: H0: There is no significant difference in the means of the two groups.
Alternative Hypothesis: H1: There is a significant difference in the means of the two groups.

Table 7: Paired T- Test

Section	Mean (Green Recruitment)	Mean (Green Adaptation)	t-value	p-value
Green Recruitment Practices	4.2	4.0	2.1	**0.04**
Green Adaptation Practices	4.0	4.1	-1.9	**0.06**
Organizational Commitment to Environmental Sustainability	4.1	4.1	0.5	**0.62**
Employee Engagement and Participation	4.0	4.0	0.2	**0.84**
Challenges and Benefits	3.8	3.9	-1.2	**0.24**

The results indicate that there are some significant differences between an organization's green recruitment practices and green adaptation practices:
The means for green recruitment practices and green adaptation practices are significantly different (p = 0.04). However, the means for organizational commitment to environmental sustainability, employee engagement and participation, and challenges and benefits are not significantly different.

CONCLUSION :
The research of green recruitment and adaptation strategies in Green Human Resource Management (GHRM) has shed light on the need for incorporating environmental sustainability into human resource management processes. The study discovered that green hiring and adaptation practices are critical for attracting and retaining environmentally conscious personnel, enhancing employee engagement and motivation, and contributing to a more sustainable future. The study's findings have major consequences for organizations, policymakers, and researchers, highlighting the relevance of a more holistic approach to human resource management that involves environmental sustainability.
According to the survey, green recruiting strategies are vital for hiring environmentally conscious talent. Organizations that use green recruiting strategies like paperless application processes, green job boards, social media recruitment, video job descriptions, and virtual interviews are more likely to attract environmentally friendly candidates. This is essential in today's job marketplace, when employees are constantly looking for organizations that match their beliefs and interests, as well as organizations that support top talent, develop their employer brand, and can minimize their environmental effect.
The study found that green adaptation techniques are essential to enhancing employee involvement and motivation. Green adaptation approaches, such as sustainability-focused onboarding and training programs, environmentally friendly conferences, and green cooperation, are more likely to have engaged and motivated employees develop their knowledge. These initiatives not only strengthen employee skills and understanding in environmental sustainability but also encourage a feeling of community and shared purpose among employees. Investing in green adaptation practices may help

organizations improve employee engagement and motivation while simultaneously enhancing overall performance and competitiveness.

The analysis reveals the importance of an organization's commitment to environmental sustainability. It suggests that firms that emphasize this might have a positive influence on the environment and retain environmentally concerned employees. This commitment may be demonstrated by an in-depth strategy, goal formulation, and commitment to sustainable activities. This not only boosts their reputation but also contributes to a more environmentally friendly future. The research encompasses the barriers organizations face while using green recruiting and adaptation techniques, such as a lack of resources, knowledge and expertise, insufficient infrastructure, and competing goals. These hurdles, however, might be overcome with a commitment to environmental sustainability and a willingness to adapt and grow up.

The research study focused on organizations green recruiting practices in order to attract environmentally conscious applicants and improve their reputation as environmentally responsible employers. Moreover, they should engage in green adaptation initiatives that promote employee involvement and contribute to an enhanced environmentally friendly future. Tax reductions, grants, and subsidies should be adopted by policymakers to foster such behavior. Researchers should look at the implications of these practices on business performance, employee engagement, and environmental sustainability.

The end result of this study on green recruiting and adaptation techniques in green human resource management has provided valuable insights into the relevance of adopting environmentally friendly practices in human resource management processes. The study emphasizes the need for organizations to prioritize green recruitment, invest in green adaptation, and demonstrate commitment to environmental sustainability. Organizations can contribute to a more sustainable future while also enhancing their reputation, attraction and retention of top personnel, and their overall performance.

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