

Chapter 12

Role of Corporate Social Responsibility Towards Green HRM in Selected Companies

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ABSTRACT

The majority of businesses have adopted human resource strategies that promote environmental sustainability while taking into account minimizing environmental damage and contamination. The chapter investigates how business organizations can create a sustainable environment with reference to selected companies in India. The senior management of an organization is therefore also responsible for making sure that the staff is encouraged to pursue the social, ecological, and financial benefits of living in a greener environment. The chapter highlights the value of a green environment as well as the initiatives taken by various businesses to preserve a sustainable environment. Evaluation of the green human resource management (GHRM) predicted results and anticipated challenges while attempting to create a greener environment. The chapter focuses on the corporate social responsibility effort of selected companies and how much they are spending in CSR initiatives toward a green environment.

INTRODUCTION

GHRM as an idea looks upon sustainable improvement and company responsibility. Wehrmeyer (1996) writes that if an employer is adopting a technique to defend surroundings then it will become very critical that personnel must be worried about it. There are many nations withinside the globe that have

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confronted detrimental impacts because of the requirement of sustainability or there is a large call for surroundings safety so it has ended up obligatory for the nations to undertake inexperienced practices. Businesses ought to now no longer simply be powerful and provide cost in the contemporary fiercely aggressive international market; additionally, they want to be responsible, which incorporates being chargeable for the surroundings. In pursuing this inexperienced agenda, scholars (Renwick et al., 2016) have contended that human useful resource control (HRM) performs a critical function. Hence, embedding inexperienced practices in HRM features may want probably beautify the chance of the organization's sustainability and cost. The HR features change into the motive force of environmental sustainability in the organization through aligning the practices and rules with sustainability desires reflecting eco-awareness. (Deepika & Karpagam, 2016). The focus of Green HRM has accelerated withinside the ultimate decade, with its popularity as one of the viable inexperienced control practices of an employer that may lessen its environmental "footprint" and makes the commercial enterprise greater sustainable. Subsequently from 2016 onwards the significance of Green HRM studies accelerated strikingly amongst scholars (Dumont et al., 2016; Guerci, Longoni, and Luzzini, 2016; Guerci, Montanari, Scapolan and Epifanio, 2016; Jabbour and Renwick, 2018; Yong et al., 2019; Yusliza et al., 2017). As a result, the look at Green HRM has accelerated exponentially. According to (Saeed et al, 2022) CSR is contributing an essential function toward Green HRM as it's the main contribution to sustainability. Green HRM and CSR together interfere with every aspect of stakeholder cost. (Malik et al 2021). Mehdi 2021 writes that inexperienced hrm and CSR develops inexperienced conduct amongst personnel. The best intention of CSR is to uphold employer principles, along with environmental safety, that's done through adopting green practices. To shift organizational structures, procedures, and climate, in addition to worker behaviors toward environmental sustainability, GHRM strategies are much like this.(Mehdi Sobokro 2021). Sustainable overall performance has been correlated with CSR and inexperienced HRM practices. This view has delivered to our knowledge of sustainability, OCBE, GHRM, and CSR. Through the lenses of motivation possibility idea and stakeholder idea, this look sought to study the mediating function of OCBE among inexperienced HRM practices, company social responsibility, and sustainable overall performance. (Malik et al 2021). The effects reveal that 3 GHRM practices—inexperienced worker engagement, inexperienced pay and rewards, and inexperienced recruitment and selection—have a good impact on employer sustainability. (Tauseef Jamal 2021).The CSR attempt can help in formulating and reaching environmental and social desires and additionally balancing those desires towards conventional economic overall performance metrics. The GHRM characteristic also can function as an accomplice in formulating company values and sustainability techniques. Although studies on Green HRM are gaining heightened attention, the point of interest regions for figuring out the relationship among the disciplines ranges widely. Hence, growing a holistic idea of this shape and a top-level view of the prevailing frame of Green HRM studies is necessary. Currently, the place suffers from a loss of complete literature critiques which have investigated and analyzed the growing frame of literature in Green HRM. Hence, a complete and improved literature evaluation on Green HRM wishes to be developed. This paper, therefore, offers in-intensity insights into and evaluation of Green HRM and the way Corporate Social Responsibility performs an essential function. The study majorly focuses on the CSR initiatives taken by Selected companies toward Green HRM. Some of the objectives are:

1. To study the CSR initiatives in selected Companies
2. To Study the Green HRM Implementation in these companies
3. To study the role of CSR towards sustainability in selected companies

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