

## Chapter 4

# The Integration of Green Accounting and Green Human Resource Management for Sustainable Business Practices

**Rani Jha**

 <https://orcid.org/0000-0003-2764-1943>

*ISBM University, India*

**Sidharth Mishra**

*ISBM University, India*

**Avinash Sharma**

*Arunachal University of Studies, India*

### ABSTRACT

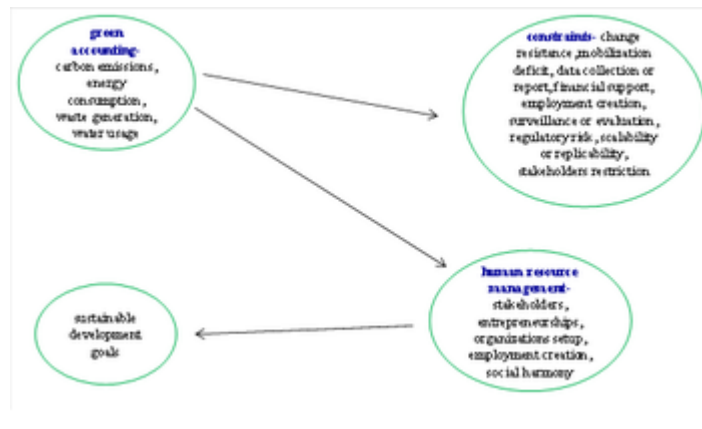
*Green accounting and green human resource management (GHRM) have gained tremendous value in recent times with integration of the two emerging as a strategic approach for organizations to promote sustainable business practices. Green accounting focuses on measuring and reporting environmental impacts and costs associated with business activities, while GHRM involves incorporating sustainable practices and values into human resource processes. The authors explore integration of two fields to understand its contribution in achieving a culture of environmental sustainability goals within organizations. Comprehensive analysis of environmental impacts of organization's operations, products, and services is presented here using concept of green accounting. Factors such as carbon emissions, energy consumption, waste generation, and water usage would be discussed as a means to identify areas of improvement and make informed decisions. By aligning environmental and human resource processes, organizations may achieve environmental sustainability goals, enhance reputation, and foster a culture of sustainable well-being.*

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## UNDERSTANDING THE FUSION OF GREEN ACCOUNTING AND GREEN HRM

The fusion of green accounting and green human resource (GHRM) management has developed as a revolutionary method for organizations attempting to nurture sustainability at their core in a time marked by rising environmental concerns and the necessity for sustainable and ethical business practices. To realize the goal of a greener, more socially responsible business environment, green accounting, which incorporates environmental costs and benefits into financial decision-making, and green human resource management, which promotes a sustainable corporate culture and workforce, offer complementary approaches. This seamless integration is both a proactive move towards a more sustainable, moral, and financially sound future as well as a response to the escalating environmental issues. The integration of Green Accounting and Green Human Resource Management is, therefore, a synergy that goes beyond compliance with environmental regulations. It is a strategic approach that positions businesses as responsible stewards of the planet while simultaneously driving long-term financial success. This chapter will delve deeper into the various facets of this integration, exploring how it can lead to sustainable business practices that benefit not only the bottom line but also society and the environment.

*Figure 1.*



## GREEN ACCOUNTING: MEASURING ENVIRONMENTAL IMPACTS

Green accounting is a branch of accounting, attempts to take into attention the ecological expenses in the calculation of operating profits of an enterprise. “It takes into consideration not only the value of natural resources” but also the charge of pollution and reduction of natural properties and emphasizes more about the quality of economic growth in terms of sustainable development. Administration and associations to identify ‘not fair’ the necessity to defend the atmosphere but also to make awareness between the crowds about the reputation of the Atmosphere. Just as Ecological awareness nowadays is rising at a step like no supplementary; subsequently the essential to interpretation for the happiness of the work atmosphere for physical as well as mental well-being of the people.

Rapid population growth since the industrial revolution has had a significant impact on the environment, leading to major social and environmental challenges (Wang et al., 2014). Reckless industrial practices, consumer indifference towards the environmental effects of growing consumerism, and eco-

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