A STRATEGIC GREEN HRM SUPPORTING CORPORATE ENVIRONMENTAL CITIZENSHIP: A PROPOSED MODEL

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ABSTRACT

Green management creativities have become an important factor in forward-thinking businesses around the world. Researchers contended that employees must be inspired, empowered and environmentally aware of greening in order to carry out green management initiatives. Corporate green management necessitates a high level of technical and management skills in employees, since the company will progress innovation-focused environmental initiatives and programmes that have significant managerial implications. However, breaches still exist in the Human resource management literature on human resource aspects of environmental management - Green HRM.

This comprises an informative guide on the embryonic literature, its scope and coverage, a process model and research agenda. There is a rising need for strategic green HRM – the integration of environmental management into HRM. The main persistence of this study is to explore the constructs of green HRM. This paper recommends a development of a new model of strategic green HRM by reviewing the literature on HR aspects of environmental management, synthesizing the thinking arising from the review of these literatures, and proposes a research model.

From the viewpoints of strategic HRM and green management, this study contends that the new model should include among others the relationship of assessment-based HR Interventions which must include environmental management system, green intellectual capital and corporate environmental citizenship.

Keywords: Green Human Resource Management, Green Management, Intellectual Capital & Corporate Environmental Citizenship

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