

## IMPACT OF GREEN HRM PRACTICES ON ORGANISATIONAL EFFECTIVENESS AND PRODUCTIVITY

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### **ABSTRACT**

*Green Human Resource Management (Green HRM) has assumed a strategic propose with the main aim of integrating a sustainability concept in the core business of organisation with environmental concerns around the world becoming of very serious concerns. It is a critical analysis of the ambivalence of results of Green HRM practices on organisational effectiveness and productivity and the first synthesis at the levels of the theory, empirical evidence and experience. Green HRM can be defined as a group of practices which include eco recruitment, green training green performance management and reward systems, and which have the goal of fostering a culture of environmental responsibility at all levels of any organisation. All these can be guaranteed through Green HRM which incorporates human capital into ecological objectives and makes total participation and organisational citizenship with eventual invention, operations and also competitiveness over time possible. The chapter is fair in discussing the practices based on how they contribute to improved resource utilisation, reduction of operational costs and employment of people and last but not least, the contribution can also be measured in terms of effectiveness and productivity. In addition, it addresses the problem of the implementation and gives practical implications of maximising the benefit of Green HRM. This broad discussion informs Green HRM as a significant lever which an organisation can deploy in a bid to achieve sustainable growth despite serving the demands of an ever-shifting business world.*

**KEYWORDS:** *Green HRM, Organisational Effectiveness, Productivity, Sustainability, Employee Engagement, Environmental Management, Operational Efficiency, Innovation, Human Resource Practices, Sustainable Development*