



**GREEN NORMS IN THE WORKPLACE TO PROMOTE ENVIRONMENTAL SUSTAINABILITY-THE POSITIVE RELATIONSHIP BETWEEN PEOPLE-ENVIRONMENT**

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**Abstract**

This study examines the green norms in the workplace to promote environmental sustainability which promotes the positive relationship between People and Environment in the Information technology in Chennai. The study of various reviews shows that there is a gap in analyzing environmental sustainability through Green environment. The findings shows that the employees are willing to make changes in their workplace which promotes environmental sustainability, but at the same time the organization implementing green norms should be improved. Among the various green norms, there is no impact on Green Recruitment and Selection, Green Training, Green Performance, Green Compensation and Green work climate towards environment sustainability.

**Keywords:** Sustainability, green recruitment and compensation.

## Introduction

Green Skills are needed in the workplace to use the product and service as per the climate change. The Practice of Green in workplace is helpful not only for the environmental requirements but also for the new business opportunities. The micro-qualification is one of the most important portion on getting an awareness on the factors affecting the environment. The Organization is stepping forward to achieve Environmental goals through Sustainability. The understanding and interdependence between organizational policies and individual behavior are helpful for the sustainability. Lin et.al. 2010, the Psychological and behavioral responses can be achieved by the organization policies through the sustainability.

### Environmental Sustainability in the Workplace

It covers the following changes

1. Global initiatives, climate change
2. Conservation of Water and Energy Management
3. Food Waste Management
4. Greening the Supply chain
5. Green Awareness for Employees
6. Making Communities and lifestyle to be green

### Environmental sustainability- Benefits

The Organization which implements the successful completion of Environmental sustainability programmes is benefit to both the sector

### Benefits to the Employer:

- New Skills can be developed among the team members
- Cost cutting, Focusing on the competitiveness, and earning Profitability through green
- Increase of Income through flexible training

### Benefits to the Employee

- Developing green skills for their personal growth
- Future job benefits

### Literature Review

Sharma & Gupta (2015), Green HRM Practices and Policies can be used for Sustainability and Environmental Responsibility.

Muster and Schrader (2011), Employees can develop the environmental sustainability in work place as well as their personal life.

Jabbour (2011) defined Green Management practices is a combination of environment practices which enhances various functions and policies which helps the employees to have ecofriendly behavior.

According to summertown 2018, Environmental sustainability target on protecting the natural resources through minimizing the both internal and external damage to business.

Sivapragasam and Raya, 2017, Human Resource management Practices and employee well-being is significantly related to the relationship between financial stress and organizational commitment. This is possible when you

focus on people oriented goals and taking short term financial performance.

Van Vuuren and Van Dam, 2013, the organization which maintains the sustainable HRM practices can retain their employees at present and also for future.

Richard 2020, the employee centered sustainable HRM need to be promoted to create micro forms of corporatism where trade unions and self-organized employees are absent.

Jabbour & Santos (2008) the Green HRM helps for the guarantee a safe working environment for all the employees in the organization.

Greening and Turban (2000), there is always a positive relationship between social measures and welfare practices.

Jaeyer and Schultz 2017, The Environment interest and intentions plays a key role in shaping the employed through commitment which also fulfills the organization norms.

Raineri and Paille (2016) Commitment in workplace acts as a weapon for both sense of attachment & responsibility for all environmental concerns.

Cropanzano and Mitchell 2005, there is a strong relationship between the green work climate and innovative behaviour. The sense of obligations to reciprocate by new ideas and solution is possible by a strong relationship between environmental commitments from their organization and peers.

Yuvan and woodman 2010, the new solutions, ideas, procedures with in the workplace is generally conceived by the innovative work behaviors.

Aron and Aron 1996. The Self Concept of an individual are incorporated

through the identities and experiences. The Organizations' green values and personal connection with the natural environment will expand the sense of self.

Ryff and Keyes (1995) Employees well-being includes abilities, cope with normal stresses, work productivity. This is directly linked with job satisfaction, work life balance, and psychological health.

Kramer (2014) and zink(2014), Ehnert (2009), the integration of sustainable principles in to human resource practices is go with the concept of sustainable HRM.

Kimet, el, 2017, Sustainable HR Practices includes flexible working arrangements and development programs for employees are always linked to the employee well-being. The organization will have a lower rate of employee turnover rates who has maintaining a strong sustainability cultures.

Peter Docherty, Mari Kira and A.B.Shani, the social and environmental aspects of economic goal is achieved not only through sustainable work system. The systematic approach will integrates employee well-being in to the organizational strategies.

### **Statement of the Problem**

As the Studies of various journals on the organization and environment sustainability it clearly shows certain points as a problem. A Lack of organizational toughness, high employee turnover, poor employee retention, decreasing employee engagement are the main reason to have responsibility of environment sustainability towards behavior and relationship between organization and peers. Many organization are taking a steps to increase job satisfaction, productivity and reducing

employee turnover which in turn gives positive relationship between people and environment.

**Objective of the Study**

Green norms in the workplace to promote environmental sustainability- the positive relationship between people-environment

- To check the green norms to promote a positive relationship between the awareness of green HRM and the Green Environment
- To find the basic relations of Environment sustainability towards work behavior which leads the environment friendly workplace.

**Sample Selection**

Sample Size: The study includes Hundred IT employees in Chennai.

**Analysis and Interpretation**

Sample Criteria: Participants were selected from the top 10 IT companies in Chennai, 2024-2025).

**Data Collection**

Data Sources: Primary data were collected through structured questionnaires distributed to the selected IT employees. Secondary data is collected through sources such as government publications, Journals, Information Technology websites, databases.

**Questionnaire Development**

The survey was carefully designed to measure the positive relationship between the awareness of Green HRM and the Environment in the IT companies. Participants were asked to indicate their level of agreement with a set of statements on a 5-point Likert scale, ranging from "Strongly

**Table 1: Showing the Green Awareness among Employees**

<b>S No.</b>	<b>Green Awareness among Employees</b>	<b>Mean</b>	<b>Rank</b>
1	I am ready to make changes in my workplace to have Green Environment	3.97	1
2	I support the Green Environment Initiated in the workplace	3.81	2
3	I understood the Environment sustainability toward the work Behaviour	3.76	3
4	I like to work in the environment friendly zone	3.63	4
5	I am aware of the Environmental sustainability in the workplace and the contribution of the employees.	3.61	5
6	I am very much familiar with the concept of GHRM	3.59	6
7	I am knowable about the green HRM which is implemented in my organization	3.51	7

Source: Primary Data

The above table shows the highest mean value of 3.97 is received to make changes in my workplace to have Green Environment by the employees with ranking 1 and least score received by the green HRM which was implemented in my organization

**Anova Analysis**

Impact of various factors and its effect on Green Recruitment and Selection, Green Training, Green Performance, Green Compensation and Green work climate.

H<sub>0</sub>: There is no impact on green recruitment and selection, green training, green performance, green compensation and green work climate.

**Table 2: Impact on Green Recruitment and Selection**

	<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sign.</b>
Between Groups	14.532	4	3.633	1.890	0.117
Within Groups	221.060	115	1.922		
Total	235.592	119			

**Table 3: Showing Green Training**

	<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sign.</b>
Between Groups	4.806	4	1.202	0.591	0.670
Within Groups	233.785	115	2.033		
Total	238.592	119			

**Table 4: Showing Green Performance**

	<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sign.</b>
Between Groups	3.371	4	0.843	0.398	0.809
Within Groups	243.221	115	2.115		
Total	246.089	119			

**Table 5: Showing Green compensation and Green climate**

	<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sign.</b>
Between Groups	7.036	4	1.759	0.760	0.553
Within Groups	266.089	115	2.314		
	273.125	119			

Across all four ANOVA tests, the p-values are greater than 0.05, which means:

- Green Recruitment and Selection:  $p = 0.117 \rightarrow$  Not significant
- Green training:  $p = 0.670 \rightarrow$  Not significant
- Green Performance:  $p = 0.809 \rightarrow$  Not significant
- Green compensation and Climate :  $p = 0.553 \rightarrow$  Not significant

Since all p-values are greater than the standard significance level of 0.05, we fail to reject the null hypothesis in all cases.

This indicates that there is no impact on green recruitment and selection, green training, green performance, green compensation and green work climate towards environment sustainability.

**Findings and Recommendation**

The highest mean value of 3.97 is received to make changes in my workplace to have Green Environment by the employees with ranking 1 and least score received by the green HRM which was implemented in my organization. More over the Green norms has no impact on the environmental sustainability. Majority of the employees are willing and accept the changes which will help the organization to promote environmental sustainability. Employees are interested to learn more

about the green norms. Overall it shows the positive support from the employees in accepting green norms but with the negative impact on knowing the implementation of organization towards the green campus. It is one of the HR practices to implement certain changes like instead of carbon footprint we can go with eco-friendly practices. Indoor plants can be used inside the working area. Green Awareness programs can be arranged to promote the advantage of green campus.

**Conclusion**

The IT Industry in Chennai is the back bone for the support and development of economic growth. Each company has to focus on bridging the gap towards Environmental sustainability. The company has to start eco- conscious working zone, need to concentrate for the improvement and reduce the waste, natural resources should have been preserved, avoid the carbon footprint. The Green Awareness for employees should be the initial motive of the companies. These measures is not only benefit to the companies but also for the economic development.

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