



Research Article

**A STUDY ON DEMOGRAPHIC PROFILE AND GREEN HR PRACTICES IN
SELECTED SCHEDULED BANKS**

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ABSTRACT

Now a days as far as any industry is concerned environmental concern has become a matter of utmost importance, be it a service industry like banking. To reduce the environmental issues every sector is implementing the Go Green policies now. Even banks are undertaking green initiatives for future enlargement of the banking industry along with humanity too. Indian banking industry are now aware that they should have social morals and green sense of reliability and so the banking industry is enlarging its HR functions with a view to align its practices and policies with sustainability goals reflecting an eco-focus. Moreover employees now prefer to work with those organizations which are green and as such it has become a criteria for their satisfaction. This study hypothesises that there is no significant difference in the influence of demographic variable on Green HR practices and in the influence of Green HRM practice on job satisfaction. This study was conducted in selected scheduled banks with a sample size of 172. The findings shows that majority of the respondents understand the concept of Green HRM. There exists no significant difference in the influence of demographic variable particularly gender on job satisfaction and also the results shows that except for the practice employee participation in formulating environmental strategy majority of the practices shows that there exists significant difference in the influence of Green HRM practices on job satisfaction.

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INTRODUCTION

To develop sustainability culture in the organization is today's need, Human Resource department play a vital role in designing the strategies to expand it. It is the requirement of industries to build green sense among employees. Industries can achieve sustainability through Green HRM. Employees have to be conscious about preserving environment along with the job responsibilities. It makes them aware about environmental sustainability and Green HRM which results in reducing carbon foot print, lower cost, better efficiency, employee engagement by means of electronic record keeping, car-pooling, online training, cab sharing, teleconferencing, virtual interviews, recycling etc.

Green HRM involves surroundings friendly HRM initiatives making certain in bigger potency, lower price and higher worker engagement and retention successively. The Green human resource management contains of the many functions within the human resource department of banking system. It helps in reduction of paper usage and therefore the implementation of green human resource policies like coming up with, recruiting, selecting, and managing workers and therefore the worker relations. It makes the surroundings Green within the geographic point.

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All that actions concerned in rising the worth of the staff and therefore the banking system with protection of surroundings is a concern here.

Green HRM refers to the contribution of HR policies to protect and preserve the natural resources (Prasad, 2015). Green HRM means HR practices directed towards greening and contribute in environment sustainability. Green HRM creates platform where workforce experiences high job satisfaction and being better engaged which will result in high productivity. Green HRM can be used to reduce cost, better efficiencies, to reduce carbon foot prints, to make green awareness among the employees and initiate green work life balance. (Nijhawan, 2014) Responsibilities of HR department are not limited to manage, develop and retaining employees in the organization but also to recruit right person at right job, train them, retain and develop them as per requirement and current trends in industry. GHRM has extended boundaries of conventional HRM practices towards more sustainable and environmental strategies.

Review of Literature

Green HRM - John R. Rathgeber (2007) has stated in his research work that many business leaders are incorporating Corporate Sustainability and Green Business practices as a method to improve their operations and to enhance their competitiveness.

In a research study conducted by Justin Victor (2008), one half of the HR professionals indicated the existence of a formal or informal environmental responsibility policy. The study also revealed that the top three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating/ discounting used furniture supplies.

In a survey done by Buck Consultants (2009), a survey on the Greening of HR examined the various environmentally friendly “green “initiatives undertaken by the companies involving their workforce and HR practices. The results of the survey shows that most of the companies are taking efforts to incorporate a number of green practices. While the studies questions and results are broad, they hint at several areas for HR practitioners to consider in the green space. The survey results shows that 50% of the companies had incorporated environmental management into business operations and had a formal green program in place or plans to implement one in the next twelve months.

Opatha and Arulrajah.O. (2014) notified the significance of Green HRM and its potential to serve the individual, society and business and also elaborates on different attributes of Green HRM.

Green Banking

Bahl, Sarita (2012), conducted an empirical study “Green Banking- The new Strategic Imperative” on public sector banks and picked up manager’s views on green banking monetary product, carbon footprint reduction by paperless banking, carbon footprint reduction by energy consciousness, carbon footprint reduction by victimization mass installation, carbon footprint reduction by green building and social responsibility services. She found that carbon footprint reduction by green building had been given prime priority in green banking methods. The study additionally found that Indian banks will initiate varied social responsibility services as tree plantation, maintenance of parks, pollution check -up camps etc.

According to Ritu (2014) it is at most important to produce awareness and follow green banking practices to form the environment human friendly and to incorporate the green banking product, methods, opportunities, advantages and challenges of green banking.

Job Satisfaction

Aarti *et al.* (2013) in her study found factors, namely: pay of workers, performance appraisal system, promotional ways, employee’s relationship with management and different co-workers, coaching and development program, work burden and dealing hours necessary for rising job satisfaction of Canara Bank workers.

Objectives of the study

- To study the influence of demographic variables on Green HR practices
- To study the influence of Green HR practices on job satisfaction.

Hypothesis

H1: There is no significant difference in the influence of demographic variables on Green HR practices.

H2: There is no significant difference in the influence of Green HR practices on job satisfaction.

Research Methodology

The research design used here is analytical research wherein the collected data are analysed and critical evaluations are made to solve problems. It is primarily concerned with testing of hypothesis and specifying and interpreting relationships. Convenient random sampling was adopted for collecting the data from the respondents and the sample size is 172.

The primary data is collected through questionnaire and through conversation with bank employees. The secondary data is collected through websites, journals, magazines, references, etc.

Tools for analysis

The collected data from the respondents were first edited and coded. The statistical analysis of data was done through computer application using SPSS version 16. The main thrust of the data analysis was to test the hypothesis. The statistical tools used here include descriptive statistics, one way ANOVA, etc.

RESULTS

Table 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Public Bank	110	64.0	64.0	64.0
Private	40	23.3	23.3	87.2
Cooperative	22	12.8	12.8	100.0
Total	172	100.0	100.0	

Interpretation

From the above table it is clear that 64% of the respondents belong to the public sector banks.

Table 2

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	87	50.6	50.6	50.6
	Female	85	49.4	49.4	100.0
	Total	172	100.0	100.0	

Interpretation

From the above table it is clear that out of 172 respondents, 87 are male and the rest are female.

Table 3

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25 years	16	9.3	9.3	9.3
	25-30 years	44	25.6	25.6	34.9
	30-35 years	42	24.4	24.4	59.3
	35-40 years	45	26.2	26.2	85.5
	>40 years	25	14.5	14.5	100.0
Total		172	100.0	100.0	

Interpretation

It is clear from the above table that 26.2% of the respondents belong to the age category 35-40 years.

Table 4

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Recruitment messages include environmental criteria	Between Groups	6.21	1	6.21	6.67	0.011
	Within Groups	158.23	170	0.93		
	Total	164.44	171			
Selecting applicants aware of greening	Between Groups	1.73	1	1.73	1.25	0.266
	Within Groups	236.19	170	1.39		
	Total	237.92	171			
Paperless interview and joining formalities	Between Groups	5.73	1	5.73	6.81	0.010
	Within Groups	142.94	170	0.84		
	Total	148.67	171			
Induction programs for environmental issues	Between Groups	0.81	1	0.81	0.58	0.447
	Within Groups	236.51	170	1.39		
	Total	237.32	171			
Training materials available online	Between Groups	8.72	1	8.72	12.46	0.001
	Within Groups	118.93	170	0.70		
	Total	127.65	171			
Soft copy of training materials than handouts	Between Groups	22.44	1	22.44	25.81	0.000
	Within Groups	147.85	170	0.87		
	Total	170.30	171			
Environmental behaviour included in performance appraisal	Between Groups	11.63	1	11.63	7.32	0.008
	Within Groups	270.02	170	1.59		
	Total	281.65	171			
Feedback to employees to improve environmental performance	Between Groups	17.47	1	17.47	11.08	0.001
	Within Groups	268.04	170	1.58		
	Total	285.51	171			
Environmental performance is recognized publically	Between Groups	10.69	1	10.69	6.55	0.011
	Within Groups	277.73	170	1.63		
	Total	288.42	171			
Bank offers monetary and non-monetary rewards	Between Groups	2.22	1	2.22	1.76	0.187
	Within Groups	214.48	170	1.26		
	Total	216.70	171			
Bank offer workshops to improve environmental behaviour	Between Groups	1.58	1	1.58	0.95	0.332
	Within Groups	283.12	170	1.67		
	Total	284.70	171			
Purchasing energy star labelled electronic products	Between Groups	2.44	1	2.44	3.69	0.056
	Within Groups	112.26	170	0.66		
	Total	114.70	171			
Promotes car pooling	Between Groups	0.57	1	0.57	0.25	0.617
	Within Groups	385.96	170	2.27		
	Total	386.53	171			
Online leave application	Between Groups	9.36	1	9.36	13.25	0.000
	Within Groups	120.06	170	0.71		
	Total	129.42	171			

Interpretation

One way ANOVA was conducted by taking Alpha level of .05, to study is there any significant difference in the influence of demographic variable (particularly gender) on Green HR practices. The results suggested that there exists significant

difference in the Green HRM practices like training materials available online, soft copy of training materials than handouts, feedback to employees to improve environmental performance and online leave application across gender with $p < .005$. While for the rest of the statements with $p > .005$ it means that there is no significant difference among the Green HRM practices across gender.

Table 5

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Environmental training given by banks	Between Groups	28.85	3	9.62	20.82	0.000
	Within Groups	77.59	168	0.46		
	Total	106.44	171			
Paperless interview and joining formalities	Between Groups	9.04	3	3.01	9.33	0.000
	Within Groups	54.28	168	0.32		
	Total	63.32	171			
Green targets and goals assigned to you	Between Groups	18.60	3	6.20	14.32	0.000
	Within Groups	72.76	168	0.43		
	Total	91.37	171			
Feedback given to improve environmental performance	Between Groups	31.34	3	10.45	23.31	0.000
	Within Groups	75.27	168	0.45		
	Total	106.60	171			
Monetary-non monetary rewards for environmental achievement	Between Groups	26.02	3	8.67	12.22	0.000
	Within Groups	119.30	168	0.71		
	Total	145.32	171			
Green teamwork	Between Groups	22.11	3	7.37	15.37	0.000
	Within Groups	80.56	168	0.48		
	Total	102.67	171			
Workshops to improve environmental behaviour	Between Groups	13.92	3	4.64	7.52	0.000
	Within Groups	103.73	168	0.62		
	Total	117.65	171			
Employee participation in formulating environmental strategy	Between Groups	9.24	3	3.08	4.32	0.006
	Within Groups	119.76	168	0.71		
	Total	128.99	171			
Freedom to modify or create new eco -friendly practices	Between Groups	12.91	3	4.30	9.21	0.000
	Within Groups	78.46	168	0.47		
	Total	91.37	171			

Interpretation

One way ANOVA was conducted by taking Alpha level of .05, to study is there any significant difference in the influence of Green HRM practices on job satisfaction. The results suggested that except for the practice employee participation in formulating environmental strategy with a p value $> .005$ indicating there is no significant difference, all other practices with a p-value $< .005$ indicates that there exists significant difference in the influence of Green HRM practices on job satisfaction.

DISCUSSION

The results of the research conducted to study the influence of Green HR practices on Employee Satisfaction among selected scheduled banks shows that majority of the respondents understand the concept of Green HRM. They accept it as a good and an applicable concept in banks.

The results of the test conducted to know whether there is any significant difference in the influence of demographic variable particularly gender on job satisfaction, shows that there exists no significant difference for majority of the practices.

The results of the test conducted to know the influence of Green HR practices on job satisfaction, indicates that except for the practice employee participation in formulating environmental strategy, all other practices with a p-value <.005 indicates that there exists significant difference in the influence of Green HRM practices on job satisfaction.

CONCLUSION

There has been a tremendous enhancement in the Indian financial sector during the last few years. Banking sector has gained high preference due to the fact that it forms the crux of all other financial operations and plays an important role in the development of Indian economy. Banking industry being a major sector in the service industry has to offer quality services to its customers, a healthy working atmosphere to its employees and also has to be socially responsible. Banks have now realised the importance of going green and to undertake green initiatives in their day to day activities; as it in turn paves the way for employee satisfaction. As the Green HR practices provides a competitive advantage to banks, most of the scheduled banks now a days focus their attention on this and are trying to attract and retain their best talent using this.

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