**Green Human Resource Management: Evaluating practices, strategies, and challenges in modern organizations**

# ABSTRACT

Recently, the concept of environmentally conscious management of human resources has been intertwined with ecological management in many domains such as business, urbanization, industrialization, and quite many other contexts. The main responsibility of this role is to oversee the operation of human resources and ensure that the working conditions are deemed adequate. The underlying objective of adopting green human resource management strategies is to reduce the carbon emissions generated by individual employees and preserve the intellectual assets of the organization. Furthermore, it serves the purpose of convincing workers to properly manage resources and participate in waste management activities to mitigate pollution. It is recommended to enhance the amount of awareness organizations have about each of the abilities that contribute to green human resource management. Integrating the management of human resources with the management of natural resources is vital for development. It is well recognized that companies, apart from prioritizing financial benefits, should also duly evaluate the social and environmental consequences to ensure their manageability. Given this, scholars and experts in the field have lately deliberated on this notion. Building upon several previous publications, this research examines the GHRM processes used in organizations. This study investigated the importance of ideas, techniques, and strategies in Global Human Resource Management (GHRM), along with the difficulties encountered by firms and other enterprises. This study employs specific approaches to implement the observation, gathering, and distribution of contemporary surveys on green human resource management.

***Keywords:*** *Environment, GHRM, Green Creativity, Human Resources Management, Professionals, Sustainability.*

# INTRODUCTION

In light of the global focus on development, enterprises are driven to shift towards sustainable operations and implement ecologically conscious methods. In order to comply with the global standard for conservation and environmental preservation, corporations must establish conditional systems. A study by (Mehta and Chugan, 2015) indicates that "Green Human Resource Management" is quickly emerging as a crucial field of management for all personnel. By incorporating natural destinations and processes into the overarching primary development goals of a company, it is feasible to establish a reliable environmental management framework. (Fayyazia, Shahbazmoradib, Afsharc, and Shahbazmoradic, 2015) assert that ecological management is a necessary requirement for the implementation of human resource management (HRM). This is attributed to its basic or essential nature, rather than being only a simple temptation.

In response to the increasing global environmental concerns and challenges, Daily and (Huang, 2001) argue that organizations must implement formal ecological practices. Numerous publications have explored the topics of green management, green bookkeeping, green retailing, and green marketing (Peattie & Ratnayaka, 1992; Kee-hung, 2010; Bebbington, 2001). However, the central focus of these diverse writings has been on Green Human Resource Management (GHRM). Given the exceptional standard of techniques relevant to human resource management, experts believe that the adoption of ecological practices is the core driving force behind organizational activities. This factor can be the foundation of significant expansion of these procedures. According to (Lee, 2009), "green management" refers to an organizational activity in which the corporation has implemented a management type which is followed naturally towards the environment.

To effectively implement "green human resource management," it is crucial to have the active involvement and support of employees, along with their professional associations. In accordance with the findings of (Renwick, Redman, and Maguire, 2008), it is crucial that we integrate this practice into our daily functioning. The findings of their research indicate the importance to have this practice in routine work and if it is so, it has the capacity to have a beneficial impact on the kind of ecological thinking and behaviour that workers practice in their daily lives. It is well acknowledged that human resource professionals are now involved in an extensive discourse on the notion of "Green human resource management." At present, those organisations which are following and working towards this concept, are inclining their efforts on the amalgamation of human resource technologies into the work culture as indispensable factors. Extensive research has been carried out so far to justify the use of green human resource management due to its unavoidable present need. According to this study, the collaboration of HR experts might potentially help the implementation of a green human resources management system (Ahmed, O., Javed, S., Azher, E., Jabbar, B., & Zafar, F.,2025). Furthermore, it might be beneficial to workers. To take care of the financial stability of businesses, environmentally sustainable management methods are significant to be used so that the business are developed on those grounds in future. Further investigation may potentially provide new findings and substantiated information on this subject.

1. **OBJECTIVES**

The major aim of this research is to conduct a thorough examination and analysis of Green Human Resource Management (GHRM) practices to ascertain the intricacies and consequences of implementing such approaches in different organisational contexts. Given this context, the objective of this research is to thoroughly examine the following objectives:

* 1. **An examination of the use of Global Human Resource Management (GHRM) strategies in many sectors:** The primary objective of our study is to ascertain the varying degrees of GHRM practice implementation seen in various industries. Although, with passing years, Green Human Resource Management (GHRM) has acclaimed widespread acceptance among environmentally conscious firms yet it remains an emerging trend in certain industries. The objective of this research is to examine the integration of corporate social responsibility (GHRM) policies in sectors that include both proactive and reactive environmental practices. The objective of this study is to examine the perceptions related to green human resource management practices in different industries which is directly related to its mandatory or non-mandatory implementation. The study will specifically assess the variations in application that result from industry-specific factors such as the nature of operations, the size of the organisation, and cultural disparities. Furthermore, the study will examine the extent to which small and medium-sized enterprises (SMEs) differ from large companies in their approach to environmentally responsible human resource management (HRM).
	**2.2. A Critical Examination of the Challenges Faced in Implementing GHRM Strategies:** This objective is to identify and examine the main challenges that companies face when trying to implement GHRM practices. Issues to be examined in this study include limited financial resources, insufficient managerial support, poor training, and resistance to change among employees. This research aims to provide insights into the obstacles that can hinder the successful adoption of Green Human Resource Management (GHRM) practices, especially in organisations where environmental concerns are not a primary focus. Acquiring an understanding of these challenges will enable the achievement of this goal. Furthermore, the study will explore the strategies that companies may use to surmount these obstacles and effectively integrate ecologically conscious human resource management methods into their daily activities.

The objective of this study is to examine the impact of organisational culture on the effectiveness of GHRM practices. More precisely, the goal is to assess the impact of Corporate Culture on the effectiveness of Global Human Resource Management (GHRM). The objective of this study is to examine the correlation between the core principles of a business, the leadership approach it adopts, and its ability to successfully carry out GHRM initiatives. The objective of this research is to examine whether organisations with a robust culture of innovation and sustainability are more inclined to achieve success in adopting GHRM practices compared to organisations with traditional corporate cultures driven by profit. The research will simultaneously examine the impact of organisational leadership (Wang, Y., Ummar, R., Qureshi, T., Haq, J., & Bonn, M., 2025) on driving strategic human resource management (GHRM) initiatives. Furthermore, the study will focus on how the dedication of leadership may facilitate the integration of ecologically sustainable methods into human resources activities such as recruitment, training, and performance evaluation.

An analysis of the impact of Global Human Resource Management (GHRM) on employee attitudes and behaviours will be checked. Evaluating the impact of GHRM practices on employee behaviour, motivation, and overall job satisfaction is another crucial objective that must be achieved. The objective of this study is to examine the effects of green human resource management (HRM) initiatives, including environmentally healthy workplaces, green training programs, and environmental performance evaluations, on workers' ecological awareness and their inclination to engage in environmentally conscious activities. The major objective of this is to decipher the interrelation between GHRM practices and the manifestation of an environmentally friendly corporate culture. Within this culture, employees are actively encouraged to adopt sustainable habits both within and outside the confines of the office. Furthermore, the assessment will determine the extent to which employees see their organization's dedication to environmental sustainability as a source of support, and the subsequent influence on their loyalty and staff retention.

* 1. **An evaluation of the long-term sustainability of GHRM initiatives**

The study is directed to assess the effectiveness of GHRM operations inside organisations and their ability to be maintained in the following years. It ascertains the enduring impact of GHRM practices on organisational performance, environmental outcomes, and employee behaviour, or whether they are only transient phenomena that may diminish with time. To do this, it is important to examine the consistency of GHRM practices in companies that have successfully integrated them into their HR strategies and to establish deep understanding of associated elements that enhance the long-term efficacy of these practices. Furthermore, the research will examine the significance of ongoing monitoring and evaluation in guaranteeing the ongoing efficiency of healthcare human resource management operations.

* 1. **A study on the intersectional relationships between GHRM and other organisational strategies**

This study examines the interrelation between Green Human Resource Management (GHRM) and other organisational strategies, including corporate governance, green innovation, and corporate social responsibility (CSR). It investigates the ways in which human resource management practices (GHRM) enhance and bolster other sustainability initiatives inside businesses, and how these practices contribute to the achievement of broader environmental and social goals. The study will specifically examine the synergies and potential conflicts between Gross Human Resource Management (GHRM) and other strategic objectives, particularly in businesses that are managing the challenge of balancing profitability and sustainability. Furthermore, the research will explore the methods by which GHRM may be amalgamated with the overall sustainability strategy of a company to enhance both environmental performance and economic outcomes.

* 1. **Offering practical suggestions to organisations**

One of the primary objectives is to provide practical suggestions that may be used by organisations seeking to embrace and integrate GHRM ideas into their management practices. This study will provide organisations practical guidance on effectively implementing Green Human Resource Management (GHRM) initiatives, overcoming challenges, and fostering a sustainable culture among their employees. This instruction will be derived from the findings of the research. These principles will be tailored to the specific attributes of different types of businesses, considering factors such as the industry they operate in, their size, and the organisational culture. The study will provide organisations with a roadmap to successfully incorporate Green Human Resource Management (GHRM) into their HR strategies, therefore ensuring that these methodologies contribute to both environmental sustainability and long-term organisational performance.

# METHODOLOGY

The conclusions of this research are subjective and derived from extensive literature reviews of previously published segments of the Green Human Resources Management literature. According to (Transfield, Denyer, and Smart, 2003), document auditing is acknowledged for its contribution to the advancement of research and knowledge in the relevant domain. A genuine audit of the literature was conducted by using survey objectives and practical procedures. Aside from internet and electronic media, secondary sources of information include books and diaries. To conduct a comprehensive literary analysis, contemporary research articles have to be read and interpreted in the light of present trends. Environmental management potential is a key emphasis of Global Human Resource Management, as identified by management organizations. An exhaustive and efficient analysis was also done on the existing literature and information based on whatever data they have presented.

1. **LITERATURE REVIEW**

In Western literature, green human resource management is often regarded as the preferred approach. (Fayyazia, Shahbazmoradib, Afsharc, and Shahbazmoradic, 2015) argue that human resource management (HRM) is more closely related to environmental management than to mere tempting consumption. Synthesizing them is a crucial stage. Specifically, (Rothenberg, 2003) argues that for a firm to efficiently oversee its human resources, it is crucial to lay attention on environmental management. Continuous growth of human resource practices is crucial for the company to guarantee the effective implementation and maintenance of environmental management frameworks across the whole organization. While identifying environmental champions, the HR administrators have the capacity to promptly adjust their level of support across the organization, (Ali, Md & Islam, K. M. Anwarul & Chung, Soojin & Zayed, Nurul & Afrin, Mithila. (2020). Environmental management techniques in experimental researches are characterized by their ability to enhance organizational performance via the use of diverse attributes. A robust environmental management framework has been established based on a recognition of the need to align environmental goals and practices with the main environmental improvement objectives of the company. According to (Day and Huang, 2001), corporations must fundamentally adapt their mechanical development practices to align with their environmental preservation efforts. This is because research has shown that companies may achieve more profitability compared to previous periods by adopting ecologically sustainable practices (Murari & Bhandari, 2011). (Harmon, 2010) attributes the Human Resources department with a significant role in fostering a supportive culture inside the organization. It is well recognized that the capacity of firms to opt for environmental management systems (EMS) and structures is directly related to the level of importance placed on the quality of environmentally trained personnel. According to (Berrone and Gomez-Mejia, 2009), some contemporary academics have recently enhanced their perception towards green human resource management and have redirected their focus towards highlighting its significance. (Haden, Oyler, and Humphreys, 2009) argue that including technology and environmental objectives within an organization's core improvement goals is advantageous for establishing a strong foundation for the management system. According to (Boselie, Paauwe, and Jansen, 2001), a number of scientists support the use of human resource management strategies so that human capital leads to better development and attract customers who contribute to improving organizational performance and value. (Renwick et al., 2008) argue that well established strategies for preparation, registration, execution, evaluation, employee development, employee relations, and incentives, are significant resources for the modification of employees' attitudes towards the corporate environment. The authors (Daily, Bishop, and Steiner, 2007) state that to create a fruitful green management of the organisation, it is crucial to foster a diverse set of professional and managerial skills within the labour force. There are those who hold the belief that the organization is continuously improving. The use of innovative technologies and Environmental Management activities (EM) will have a significant impact, leading to a fundamental transformation in the company's sustainability and enhancing its competitive boost (Lin, Jones, & Hsieh). The implementation of environmental management activities (EM) will also have a significant impact.

(Grolleau, Mzoughi, and Pekovic, 2012) argue that the successful development of such a structure requires a compelling human resources management strategy, which requires the creation of rigorous recruitment procedures. It facilitates the development of fresh talents and abilities among the professionals affiliated with the "Pro Green" organization. Consequently, irrespective of the study methodology used, these analysts have contributed to the expansion of important concepts related to the legal framework of human resource management benchmark, and the sustainability management objectives being followed inside the organization.

Green Human Resource Management, as highlighted by (Dutta, 2012), consists of two important elements: environmentally sustainable human resource practices and the safeguarding of learning capital as they are indispensable in the management of human resources. Principally, because it signifies the worker's presence in a natural manner or interface to promote effective practices, improve employee knowledge, and boost accountability for sustainability issues (Mandip, 2012). To include environmental responsibility into the company's mission statement, the human resources department of the business dedicates substantial effort so that employees are able to consistently demonstrate such behavior in their personal lives even outside work, Gupta, A, Jangra S. (2024).

The significant task of green human resource management is to provide workers with education on the intricacies of environmental management, including the necessary actions, their own talents, and the mechanisms by which they may contribute to environmental conservation. This initiative effectively enhances the productivity of workers, and the firm is pleased with the substantial stride they have made towards being an environmentally sustainable program. In their publication, (Cherian and Jacob, 2012) presented a comprehensive approach focused on ecologically inclined human resource management. Sustainable development, the incorporation of natural ecosystems, and human resource management are emerging fields that are seeing rapid advancement. (Mehta and Chugan, 2015) Green Human Resource Management refers to the whole range of activities involved in planning, executing, and sustaining a framework aimed at transforming enterprises into ecologically sustainable entities. This paradigm is used to greenify enterprises. To effectively attain the environmentally focused targets of the organization and demonstrate a strong dedication to environmental sustainability, one of the stakeholders in human resource management is considering the feasibility of converting a typical employee into a green entity, such as an environmentally conscious employee (Rubel, M., Kee, D., & Rimi, N., 2025). The Human Resource Management (HRM) framework consists of strategies, competencies, and procedures drafted in such a way that they attract, develop, and retain (or terminate) the organization's human resources. Sustainable corporate environmental management refers to the utilization of personal management techniques and practices to tackle concerns related to the broader environmental concerns of the organization. Environmental sustainability, as defined by (Opatha and Arulrajah, 2014), is the adoption of principles, methods, and structures that enable the employees of a firm to be environmentally aware, with the aim of benefiting individuals, society, traditional habitats, and businesses. Environmental human resource management is motivated by the objective of fostering, improving, and maintaining environmental sustainability among all employees of the organization. To get the intended result, the person should endeavor to provide the utmost degree of personal dedication to the four professional environment concerning roles, namely protectionist, moderate, non-polluting, and creator. By considering these factors, we can say that the strategic approach to coordinate ecologically sustainable development with the aim of ensuring environmental safety, is a must. Environmental human resource management lay stress on developing a sustainable workforce, understanding, acknowledging, and implementing environmentally friendly practices, and using human resource management processes such as recruiting, acquiring, training, adjusting, developing, and promoting human resources of an organisation to achieve its environmental objectives (Mathapati, 2013).

Notwithstanding the increasing popularity of Green Human Resource Management (GHRM) in modern organisations, there is a significant lack of understanding on its actual implementation in many industries, particularly in non-Western contexts. Within the field of human resource management, the current corpus of study focusses extensively on theoretical frameworks and environmental regulations. Nevertheless, it lacks in-depth analysis of the effectiveness of these approaches when implemented in different organisational cultures, sizes, and sectors. Moreover, there is a dearth of substantial research investigating the long-term sustainability of GHRM practices, precisely related to the modification of employee behaviour and the tangible impact on the company performance. In light of this lack of information, it is evident that additional empirical study is necessary to examine the convergence of green human resource management (GHRM) with other organisational methodologies, such as green innovation and corporate social responsibility, and the implications of this convergence for both environmental and economic outcomes.

1. **GREEN HUMAN RESOURCE MANAGEMENT: THE MEANING**

Put simply, it refers to the integration of ecologically sustainable methods and practices into the activities of human resource professionals. Acquisition of human resources, implementation of management, training of management, execution of management, and compensation of management are all constituents of this process. The primary emphasis of these objectives will be on shaping the general perception that individuals have of the firm. Typically, the associated factors of human resource management are considered to be traditional, and include a range of ecologically sustainable approaches in almost every conceivable way.

1. **GREEN HUMAN RESOURCES PLANNING**

Engagement in the process of engaging the particular number of employees in the particular work, they are comfortable in, related to environmental management activities in the firm, such as ISO 14001, their competent consideration, creation, innovation, and others, is referred to as participation in this process. There is an expectation that some of the employees will engage in activities, programs, and exercises pertaining to corporate environmental management. The activities and exercises include ISO 14001, sustainable development, informed decision-making, and other related endeavors. To meet the specified criteria of environmental management, it is crucial to participate in the process of technology selection. This encompasses the process of choosing professionals or specialists to evaluate vitality or environmental conditions, along with other potential tasks (Opatha, & Arulrajah, 2015). (Renwick et al., 2013) suggest that sets of expectations might serve as a broad framework to determine the nature of an organization's environmental security-related activities, obligations, and tasks. The responsibilities related to individual job functions of the organizations include the social, environmental, and individual dimensions of environment friendly factors. For example, the responsibilities include insurance obligations, allocation of tasks related to environmental aspects and requirements for health and safety. Companies can also opt for the usage of cross-functional teams and collaborative initiatives as employment strategy approaches to effectively tackle environmental issues.

# GREEN HUMAN RESOURCE RECRUITMENT

In relation to the usage of logical methods, environmental framework, and understanding of the principles of conservation and sustainable environment. (Wehrmeyer, 1996) asserts that green enrollment ensures the proper integration of newly acquired skills into the green practices and environmental framework, therefore improving the organization's ability to effectively manage the environment. Essential prerequisites include the acquisition of very inventive and creative personnel, the enhancement of enrollment capacity, and the recruitment of high-caliber staff members. (Wehrmeyer, 1996) suggests that to accurately characterize the environmental reporting processes, health and safety duties, and other occupational roles related to environmental effects, it becomes unavoidable to define the specific sets of obligations. Moreover, the approach must be customed to evaluate the probable congruence between the competition and the environmental concerns of the company. The key highlight of the acceptance program must be to equip new employees with thorough information on the organization's energy management system (EMS) and environmentally sustainable goals (Grabowski, J., Ropęga, J., Walecka, A., & Amorim, M., 2025), as well as providing practical opportunities for career advancement and job duties.

# GREEN ORIENTATION

Considering the methodology, structure, and practices of corporate environmental management, organizations should provide the necessary guidance to choose suitable people for the available roles. In some instances, organizations openly and explicitly exhibit their dedication towards environmental sustainability towards their new employees. The incorporation of freshly employed workforce into an environment of environmental awareness is achieved by the provision of education on current environmental concerns. The acceptance activities must include programs tailored exclusively for their potential employers. (Deshwal, 2015) argues that workers’ direction efforts should be structured to enhance an organization's engagement with environmental issues, including the health and safety of workers, and the promotion of green working conditions.

1. **GHRM-TRAINING AND DEVELOPMENT**

Environmental and social concerns are effectively addressed to people across all areas of the company via comprehensive preparation and progression programs. The process of preparation and improvement involves the use of strategies that minimize waste, guarantee the rational utilization of resources, and assure the preservation of energy while simultaneously mitigating environmental damage. According to (Zoogah, 2011), it offers opportunities so that a connection is established with those workers who are involved in environmentally friendly practices. A comprehensive inquiry has been completed utilizing a unique contextual analysis methodology, which has successfully identified the notability of green preparation and progress in improving the reputation of enterprises. Furthermore, Daily, Bishop, and Steiner (2007) conducted a study using a sample size of 437 workers. The research results suggest that the implementation of a successful green management framework is positively linked to the provision of training and development which is given keeping in mind, the impact of corporate practices on the environment.

1. **GHRM-PERFORMANCE APPRAISAL**

Environmental performance models that include several units and provide essential information enable Performance Management (PM) to identify and address the expected difficulties. Through the execution of green human resource management system, organizations may successfully attain their set environmental objectives. Within the ranks of administrators and workers, this is a routine that is consistently implemented. Typically, it occurs simultaneously with the achievement of the corporate objectives. There exists a correlation between green human resource management and the environmental obligations of a company. This system will be used for the management of the secure environment. In (Mandip's, 2012) study, a correlation is shown between green human resource management and green job modelling.

1. **GHRM- LEARNING AND DEVELOPMENT PROGRAMS**

Personnel are given the chance to generate and gain expertise in environmental management via the execution of ongoing green training and development initiatives, which are incorporated with projects, seminars, and conferences. This fosters the development of both green skills and a green mentality. Within the context of the green job, the main focus of work is converted into a systematic strategy for professional growth, which may be executed by a skilled green supervisor. The development of preparatory materials is intended to improve the skills of workers and facilitate their education in environmental management. Designed as preliminary tools for environmental management, these devices have the capacity to be widely used in various network and electronic modules, as well as in smart media. The major objectives of green management may include the conservation of the integrity, liveliness, and efficacy of the environment, along with the effective handling of waste and the repurposing of resources. Rather than relying on free printing, the use of online course materials and situational investigations will effectively reduce the quantity of paper being gathered.

# GHRM-COMPENSATION AND REWARDS

In their study, (Mehta and Chugan, 2015) suggest that the compensation component might serve as a means to incentivize workers to modify their behavior with the aim of achieving green performance. The remuneration and incentive architecture reflect a dedication to environmentally-friendly management practices. The remuneration package may vary based on the competencies and achievements related to environmental sustainability (Deshwal, 2015). Employees who have obtained green certificates may be eligible to receive prizes, which may be either monetary or non-monetary in character. Financial compensation-based reward systems may be established on the basis of commitments to environmental management. A range of salary increases, financial incentives, and other types of rewards should be considered. In addition to financial incentives, it is feasible to include non-monetary prizes such as holidays, leaves, recognition, appreciation etc. for workers and their families. A substantial amount of attention, public recognition, and effort will be devoted by the chief executive officer or senior management to the green projects.

1. **GREEN EMPLOYEE RELATIONS**

The expansion of "e-commerce visionaries" serves as the base for improving the competencies of the organization's culture and administrative staff, therefore enabling the optimal use of the existing financial, human, and natural resources (Deshwal, 2015). The inclination of employees towards ecologically sustainable activities provides an enhanced basis for green management to modify their goals, capabilities, sources of motivation, and perceptions via the use of green management techniques and frameworks. When making enhancements to the EM framework, workers, especially EM professionals, are given due attention. Illustrations of this phenomenon include how to use the resources in an effective manner, the minimization of waste, and the decrease of pollutants within the occupational setting. The study undertaken by (Renwick et al., 2008) suggests that many experts believe that the boost of environmentally friendly practices will undoubtedly affect profitability and performance, as well as enhance self-control, reasoning capability, and analytical skills. The identification of businessmen who have social or biological positions inside a company, is crucial that may be used to augment the contribution of workers to the organization. The terminology used to refer to this group is "eco-business people" (Mandip, 2012). Through this approach, every employee is given the chance to enhance their inclination towards environmental issues and to use their own abilities. In order to enhance workplace participation, it is essential for those who are working in the human resources department to apply pressure on management. This will enable workers to articulate their own views and viewpoints about environmental issues, (Alomari, Z., Al-Okaily, M., Alsafadi, Y., & Odaibat, A., 2025). As such, they have the true responsibility for ensuring the implementation of ethical business standards in the daily operations of the organization's personnel. Therefore, the achievement of environmentally friendly results is frequently contingent upon the degree of enthusiasm that employees have for collaborating as a team. This phenomenon may be attributed to the tendency of workers being specialized in a given field to generate the most groundbreaking ideas.

1. **ELEMENTS AFFECTING GHRM**

The ultimate goal of green human resource management is to transform regular employees into environmentally aware green workers, therefore achieving the environment safety related goals of the organization. This is undertaken to fulfil a significant obligation towards the environmental sustainability of the company, (Gifari, D., & Sanusi, F., 2025). The specific aspects linked to the fruitful execution of the Green HR approach are of particular importance to the specialists. An analysis has been conducted to differentiate the current elements influenced by the implementation of green human resource management strategies from the core components of human resource management (HRM), such as recruitment, selection, training, implementation evaluation, and incentives.

Human resource organisational structures refer to the systematic establishment of regulations that dictate the supervision of staff inside a company. These guidelines establish the methodologies and estimation techniques used by the organization, and appropriate way in which the strategy should manage individuals. Human resource management methodologies, as described by (Armstrong, 2009), provide a succinct and thorough elucidation of how to tackle issues related to human resources. Based on many viewpoints, it can be concluded that senior management has been diligently striving to attain strong factors of environmental performance. The strategies that will be used include self-management of the personnel, the generation of innovative solutions to the presented challenges, the fostering of environmental awareness, and the harnessing of their expertise in this particular field. Effective collaboration requires the active participation of every member of the group, and the benefit that may be sustained is obtained from the collective rather than from any one person specifically. The purpose of this is to elaborate the significance of employee association in a basic manner by fostering cooperation and enhancing its cohesiveness.
In the context of environmental management systems, the essential elements of empowering individuals and their motivation (Aufa, N., Erlina, R., & Rusdi, Z., 2025) to provide recommendations are advantageous. In the such situation, employees should not hesitate to provide suggestions and should motivate themselves to enhance their understanding of inclusive management. Lastly, the behavior of management acts as a model for the rest of the organization. The manner in which one handles the highest-ranking employee is crucial. According to McLaughlin (1993), the performance framework should be strategically developed to faithfully depict the notable expression of environmental beauty in domains such as advertising, planning, operations, and management. Furthermore, it should guarantee that all employees are responsible for crucial duties relevant to environmental quality.

# GHRM-CHALLENGES

The responsibility to supervise the daily chores of employees from the moment they are employed until they depart from their roles lies with the human resources department. Presently, the companies are committed to doing business in an ecologically conscientious way. Consequently, the office of human resources is responsible for integrating environmental consciousness methodologies with human resources practices. Development of a rule-based method for monitoring individuals is underway as a component of the human resource strategy. They give an elucidation of the approach the organization takes towards ideas and evaluations of individuals. The human resources strategy is a succinct and all-encompassing technical guide on the efficient management of human resources. (Deshwal, 2015) laid stress on the issues found out with the efficient management of human resources from an environmental perspective. Implementing changes in the behavior of workforce within a limited timeframe is a formidable undertaking that is not often achieved. However, there is not uniform conviction among employees to actively participate in the advancement of ecologically sustainable methods for the management human resources inside the organization. Implementing a sustainable human resource management culture across the whole organization is a complex and time-consuming process. It requires a significant amount of speculation in the first phase and a rate of return that is approaching moderate.

Acquisition and recruitment of environmentally aware staff equipped with top-notch talents is a formidable task. Assessing the feasibility of incorporating environmentally aware human resource management strategies in the activities and behaviors of employees may be a difficult task.
The issue faced by human resources professionals is their reliance on the administrators to give essential green structures, procedures, tools, and reasoning to make ideal decisions and cultivate the future green leaders of the firm.

1. **IMPLICATIONS**

This study offers human resource professionals a comprehensive insight into how to effectively foster a culture of green innovation among their employees. This is particularly crucial for enterprises that want to successfully convert the difficulties arising from environmental issues into tangible outcomes. First and foremost, it is crucial to recognize that allocating resources to environmental issues is not a pointless endeavour, endeavor, or resource that leads to a hike in the overall value of a corporation. It is noteworthy that in the contemporary world, it has become a pragmatic strategy to get a competitive advantage by improving environmental innovation. This approach may help enterprises in dominating emerging green markets. Consequently, organizations must effectively foster a passion for environmental management and strive to create an environmentally friendly reputation to attract skilled job seekers who are similarly committed to the industry. Companies have to provide an operational support environment to stimulate the green energy and green innovativeness of their staff. These objectives may be achieved by giving financial aid, implementing sophisticated environmental management solutions, and establishing a framework that stimulates workers' environmentally conscious thinking. Furthermore, organizations must include the notion of green into their long-term environmental policy, necessitating a comprehensive framework for green human resources management. The aforementioned approaches include green training and advancement, green pay and compensation, and other related initiatives. Through the provision of a framework for firms to enhance their environmental sustainability and the establishment of a conducive environment, the environmental approach equips organizations with the necessary resources and assistance to produce ideas that are beneficial for the controlled growth of the company. It is essential for the Human Resources department to effectively adopt Green Human Resources Management practices. Concerning the recruitment of new personnel, it is essential to exercise more consideration towards the environmental quality and environmental consciousness of the workforce. The objective of green training must not be limited to enhancing workers' environmental security skills. It should also include efforts to impart the environmental management objectives and criteria of the business to the personnel. Regarding the third aspect, this review offers essential guidance to executives who are implementing transformative programs to effectively oversee Green Human Resources Management and foster workers' enthusiasm for the environment. During the first phases of Green Human Resources Management emergence, trailblazers possess the capacity to use revolutionary methodologies to set benchmarks for cooperation, environmental sustainability, and progress. Furthermore, businesses might provide a certain amount of corporate resources to foster environmentally conscious passion and creativity among employees. When executed in this way, transformative administration has the capacity to augment the environmentally conscious mindset of organizations by influencing Green Human Resources Management and fostering the creativity of personnel. Hence, this serves as a reminder to professionals that to bolster green innovation and green assertiveness, organizations should prioritize the promotion of transformative management and encourage leaders to assume a substantial responsibility. Certain governmental interventions, such as the establishment of green organizations, the conception of competition, or the execution of pay schemes for the growth of green innovation, might be very beneficial options.
China has now become the second biggest economy in the world, behind the United States. Throughout the period from the start of the 21st century to the midpoint of the century, corporations have driven their development efforts primarily on financial gains, disregarding environmental considerations. Regardless of the specific situation, the degree of focus we have been getting about environmental insurance has escalated in a fixed form as the environment continues to decline. For instance, the Chinese government is keenly encouraging the reformation of the business model to facilitate the growth of enterprises. Moreover, it is promoting enterprises to acknowledge the significance of both financial growth and preserving the natural environment as equally crucial, which could pose specific difficulties for the companies. Business enterprises have the potential to transform challenges into opportunities (Zabala, K., Peñalba-Aguirrezabalaga, C., Narvaiza, L., & Zubiaurre, A., 2025) and achieve a competitive edge by implementing environmental management practices, fostering environmental enthusiasm among employees, and enhancing their green innovation. This analysis has the strength to show that the companies in issue have modified their financial development strategies and achieved their environmental marketing goals. This is relevant to organizations that may be interested in implementing comparable upgradations in developing systems. Furthermore, prior study has shown a robust correlation between the organization, human resource management, and the environment. Although serving several objectives, the corporation demonstrates the ability to recognize and use environmentally responsible approaches to human resource management inside the organization (Wang, Zihan., Zafir Khan Mohamed Makhbul, 2024). Implementing these strategies will not only provide benefits to the company, but they will also use the most crucial asset or segment of the organization that must never be overlooked, namely the employees. Primary contact point. Implementing ecologically sustainable human resource management practices may enhance employee morale, therefore contributing to environmental conservation. The implementation of this initiative will provide advantages for both, the organization and its personnel.

1. **SUGGESTIONS**
2. **Expand Empirical Research**: The paper highlights a worth mentioning gap in empirical research on Green Human Resource Management (GHRM), especially in non-Western contexts. It will be benefitted to conduct case studies or empirical research to analyze the actual implementation and impact of GHRM practices in various industries and geographical regions. This would provide a more elaborated interpretation of the effectiveness of GHRM strategies across different organizational cultures and contexts.
3. **Integrate with Corporate Social Responsibility (CSR)**: The study could explore the intersection of GHRM with other sustainability initiatives like CSR and green innovation. This would help in interpreting how GHRM can be integrated into broader corporate strategies to enhance environmental and social outcomes. Additionally, investigating potential synergies and conflicts between GHRM and CSR could provide actionable insights for organizations.
4. **Addressing Employee Resistance**: The paper identifies employee resistance as a challenge in implementing GHRM. It would be helpful to propose specific strategies to overcome this resistance, such as change management practices, employee engagement initiatives, and effective communication of the benefits of GHRM. Including case examples where organizations successfully managed this resistance could be beneficial.
5. **Long-Term Sustainability Focus**: The research could delve deeper into the long-term sustainability of GHRM practices. Investigating the factors that contribute to the enduring success of GHRM initiatives and the mechanisms for ongoing monitoring and evaluation would provide valuable insights for organizations looking to implement sustainable HR practices.
6. **Tailored Recommendations for SMEs**: Small and medium-sized enterprises (SMEs) often face unique challenges in implementing GHRM due to limited resources. Providing specific recommendations tailored to SMEs, such as cost-effective green HR practices or leveraging technology for sustainability, could enhance the practical outcome of the research for these organizations.
7. **Incorporate Technological Innovations**: If we get deep into the technologies used in enhancing GHRM practices, such as using AI for green recruitment or e-learning platforms for green training, could add a modern dimension to the research. This would help organizations leverage technological advancements to achieve their sustainability goals more effectively.
8. **Global Perspectives and Comparisons**: Including comparative studies of GHRM practices across different countries or regions could provide a global perspective on the topic. This could help in identifying best practices and common challenges, as well as offering insights into how cultural and regulatory differences impact the implementation of GHRM.
9. **Explore Green Leadership**: The paper could benefit from a deeper exploration of the role of leadership in driving GHRM initiatives. Investigating the characteristics of effective green leaders and their influence on organizational culture towards sustainability, would be a valuable addition.
10. **CONCLUSION**

The management of human resources has a natural limit that cannot be overcome. Environment-conscious professionals and organizations may benefit from it. The Human Resources Management department plays substantial part in greening of corporate objectives, from the beginning of the work to professional contacts. In the process of transforming their firms, HR professionals have an understanding of green human resource management. mainly due to the fact that it encourages more effective environmental organization. An additional aspect of human resource management is the management of environmentally friendly human resources. It can provide certain challenges for HR professionals. In addition to this, it studies the concepts, relevance, methods, requirements, and challenges associated with ecologically aware human resource management which can help in acquiring human capital inclined towards green HRM. Certain management strategies, the responsibility of professionals, collaboration, the reinforcement of desirable behaviors, and plain frameworks are all related to green human resource management protocols. However, the experts encounter a variety of challenges when it comes to the management of green and sustainable human resources. Professionals are obligated to ingrain environment friendly management methods, strategies, and processes. As a result, it provides the expert with assistance in determining the areas of Green Human Resources Management that have not yet been investigated.
The path that this study has taken is contingent on doing comprehensive research on the current body of literature. In a manner that is both helpful and informative, the author makes an effort to organize the ideas, processes, prerequisites, and challenges associated with green human resource management. The end game is to provide assistance to anybody who is interested in reading, including academics, scientists, and readers. Regardless, environmentally responsible management of human resources is a growing line of thinking. Indeed, there are still a great deal of holes in the field of environmentally responsible human resource management that need to be addressed. In addition to programs, models and research strategies in the area, these gaps provide recommendations on novel literature, its growth and inclusion, and programs that are now in existence. It is anticipated that the forms of information pertaining to green human resource management would rise as a result of hypothetical and accuracy parameters. A substantial amount of quantitative and subjective study on environmentally responsible human resource management may be outlined by interested donors and professionals.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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