

“DIGITAL LANDSCAPE TO MAKE INDIA GO GREEN”

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Abstract

It is the era of “Disruptive technology”. There is hyper competition in business world and what we see is a lot of developments in the world with 4G’s speed and no doubt in just few days we may see 8G or 10G. Today India has paved its way to a digital platform and almost every activity in the country is happening digitalized, right from small vendors in a vegetable market to booking online movie tickets everything is on a virtual platform. Even human resource functions are bracing themselves to digital world core HR functions like recruitment is now marching towards go green mantra through digitalization concept. Today Applications are invited through online mediums like e-mail, online application forms of global talent pool. So the main focus of the study is on understanding the concept of the green recruitment, its impact on companies in creating brand image, its effectiveness on environment, to assess how it is achieved through the digitalization. The study also adds to the extant literature by discussing future direction of some Green Recruitment functions. Finally, the paper suggests some potentially prolific HR initiatives for Green organizations. The study is confined to such organizations which are using the ideology of Going Green through the use of Digital Platform. The paper largely focuses upon the simplified meaning of Green Recruitment. The study also adds to the extant literature by discussing future direction of some Green Recruitment functions. Finally, the paper suggests some potentially prolific HR initiatives for Green organizations. The study is confined to such organizations which are using the ideology of Going Green through the use of Digital Platform.

Keywords: Digital Platform, Disruptive Technology, Hyper Competitive Business and Global Talent Pool.

Introduction

Today world of recruitment has gone hundred percent “Digital”. Every company wants best of the talent in the market in their basket of competence. The number of MNC’s is increasing day by day therefore Recruitment function is a full fledged activity. The function of recruitment is not at all easy it involves huge paper work and efforts to manage data and information effectively. Such paper work can nowhere serve the company to reduce cost and increase efficiency. Increasing awareness for environmental concerns has made companies to embrace concepts like “Green Recruitment”. Interesting part here is when everyone debates that technology is a bane not boon fortunately digital technology have made a way to save trees and reduce huge paper work which is involved in the recruitment process and other such activities. In general Green Recruitment refers to hiring candidates in an environment friendly manner, where in sustaining environment by reducing excess paper work involved. If every company starts adopting this concept we can see a huge positive impact on environment.

The trend now is “Digital Hiring”, which focus on conducting recruitment process on a virtual platform avoiding mundane office and paper work. This form of hiring also brings greater flexibility and a standard form to maintain huge data and information without piling ledgers and files in the workplace. There are many forms of Green Recruitment like social media, online Interviews, online meetings, instant messenger, email and the list goes on and on. Recently, there has been observed an increasing awareness within business communities on the significance of going green and adopting various environment management techniques.

5 steps to a green recruiting strategy

1. Evaluate the green level of your organization and recruiting program
2. Use online application tracking software
3. Publish job openings in new channels
4. Switch to virtual interviewing
5. Identify potential employees with similar values.

Review of Literature

According to Fineman (1997-37), the environment belongs to everyone its damage is quintessentially a matter of broad consensual moral concern and organizational actors are as culpable as anyone else. So HR managers are requested to reconsider the implications of what their passive position to the environment could mean by giving them important role of shaping employees behavior in organizations and beyond.

Green HRM involves addressing the company carbon footprint by cutting down on sage of papers, reducing unwanted travel. Green HRM is about the hostile application of the concept of sustainability to organization and its workforce (Aravamudhan, 2012). It has been found out in various researches that HR department in many companies are increasingly greening their process to gain competitive advantage over others.

Malt bolch (2008), in his research has said spreading the word about sustainability initiatives may fall to more than one department but human resource plays an important role, it is important for human resource professionals to have conversations with employees and the community at large about the implications of environmental initiatives.

Stephen king (2004) started that the future of HRM will be built on innovation and creativity, in nutshell innovation and creativity approaches were needed towards quality life, environmental improvements through the healthy, sustainable, vibrant community theme.in summary it was said that money and support of employees can put HRM on the road to environmental sustainability.

Objectives of the study

1. To understand the concept of Green Recruitment.
2. To know its impact on employer branding and future direction of some Green Recruitment practices.
3. To identify its impact on Environment.
4. To assess how the concept of green is achieved through digitalization.

Need for the Study

As the corporate world is going global, the business is experiencing a shift from a conventional structure to a modern capacity-based economy which is ready to explore green economic facets of business this is been possible through digitalizing many functions which include heavy paper work. Today, Green Human Resource Management (GHRM) has become a key business strategy for the significant organizations where Human Resource Departments

play an active part in going green at the office. Therefore to understand various facets of Green Recruitment their advantages and impact on business, how it is achieved through Digital platform required a detailed study.

Why Green Recruitment?

India is in a stage where resources are depleting day by day. 3.5 billion to 7 billion trees are cut each year around the world to make paper and other fabrics. Papers are extensively consumed by business houses for various official works. Especially in India which has become hot favorite destiny and Investment hub for the world wherein big corporate houses are establishing their business in India we can observe that the resources are getting exploited which makes us think about the Environment. By adopting concepts like Green Recruitment and other such green practices companies can considerably contribute greater extent towards protecting the environment. One more major economical reason for adopting green recruitment is to reduce utility cost and other such cost related to paper work. One of the most important pro of green recruitment is it reduces the carbon footprint and save more number of trees.

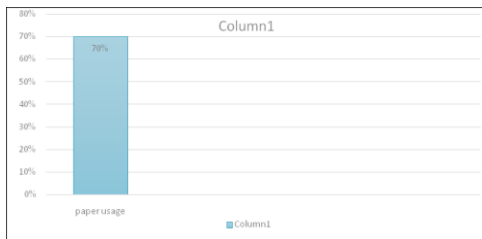
It makes recruitment process very effective and time saving. It brings improved public image and decreased environment impact. It also helps in preserving knowledge capital, increase business opportunities and many such advantages creating a huge employee branding.

Methodology

The study is primarily based upon the secondary data. This study is a conceptual one and descriptive in nature with a detailed review of literature. For this extant literature related to the topic from different databases, websites and other available sources were collected. A systematic review of collected literature was done in detail. Good journals and research papers were also required during the study.

Findings of the Study

- Social media Recruitment are widely used as major source of green recruitment where LinkedIn is used about 97%, Facebook 51%, Twitter 49%, and Google+ 19.9%.
- About 62% of company use Live Virtual Interviews and it also reduces candidates travel cost by 74%.
- 67% companies believe video screening should replace phone interviews all together, because it works
- About 52% companies feel that through green recruitment and other such green practices have given them a competitive edge and gain employer branding.
- Majority of the companies agree that by digitalizing the hiring process green recruitment can be made easy and it has helped their recruitment process to happen smooth.



Conclusion

It is not a hidden fact that human resource is the most important asset of an organization that plays an important role in managing the employees. At the moment, the recent increased trend of corporate focus on greening the business, the modern HR managers have been assigned with additional responsibility of incorporating the Green HR philosophy in corporate mission statement along with HR policies. This can be achieved only when there is a strong backup support of Digital Platform. Green Recruitment efforts have resulted in increased efficiencies, cost reduction, employee retention, and improved productivity, besides other tangible benefits.

Though the green movement and Green HR are still in the stages of infancy, growing awareness within organizations of the significance of green issues have compelled them to embrace environment-friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint, and using and producing green products. Clearly, a majority of the employees feel strongly about the environment and, exhibit greater commitment and job satisfaction toward an organization that is ever ready to go "Green." The effects of Green Recruitment practices are multifaceted and require constant monitoring to recognize their potential impact on HRM issues. The responsibility of the present generations, HR managers are to create awareness among the youngsters and among the people working for the organization about the Go Green mantra and using Technologies for achieving such ideas, as well as aligning Digital Technology with Green movement!

The future of Green Recruitment appears promising for all the stakeholders of HRM, be it the employers, employees, practitioners, or academicians. We propose that Green Recruitment has substantial scope for research in management field but lacks behind in practice within academic arena; hence, there is a need to bridge the gap between professional Recruitment practices and preaches in research and teaching environmental management. Such studies can help organizations to reduce degradation of the environment become healthier both physically and financially and, make the world a cleaner and safer place to live.

On the concluding note, we would like to add that HR is the major role player in implementing Green Recruitment and other green practices and policies. Apart from this, they have a crucial role to play in recruitment of new employees who are more responsible toward green business practices thus, indirectly saving the Earth. Last, but not the least, HR has significant opportunity to contribute to the organization's green movement and plays

important role in enthusing, facilitating, and motivating employees for taking up green practices for greener business.

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