An Association Between Green HR Initiatives With Demographic Data Of IT Companies In Chennai

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Abstract: Global concerns about the environment have risen in recent years, particularly since the collapse of the industrial revolution that caused an increase in environmental degradation. These issues are solved through green HR initiatives. There's growing wish for tactical green HR initiative is a combination of green management into HRM. The integration of Green HR initiatives into each and every HRM function, no doubt would help the organisation irrespective of the industry to which it belongs. The data was collected from Trainee, Analyst, Application developer, Associate, Product test specialist, Programmer, Team leader, Software engineer, System engineer, System executive, and Technical analyst of various IT companies among 220 middle levels employees from Chennai. The researcher used spss 21.0 version one - way ANOVA and cross tabs tools for understand association and analysed the variation between Green HR initiatives and demographic factor of employees and also examines the nature and extent of Green HRM initiatives undertaken by IT companies.

Keywords: Green HR initiatives, HR functions, Employee engagement, Environment

1. INTRODUCTION

In today's competitive world, climate change and sustainability have become increasingly important issues for business organisations. This is compelling HR professionals to look towards how this would impact HR function and at the same time concentrate on developing environmental strategies the people department needs to apply. Now more than ever before, climate change is seen included as an item of the agenda of every business organisation.

Green HR means incorporating a new colour dimension to the HR function which signifies development, fruitfulness, success and well-being. It also involves business growth by reducing waste, increasing and improving the use of new technology, greater profitability and business cost-efficiency. All this would be possible only if the organisation embraces an environmentally sustainable competitive business strategy which will help not only now but also in the years to come. When times get rough, businesses get eager to layoff before considering the potential consequences of losing the human capital. Green HR programs help companies consider creative ways of cutting expenses without losing out on their best talent.

Adopting green HR initiatives means rendering full-fledged support the preservation and conservation of the natural resources available on earth as well as supporting the preservation of one's own personal resources which includes the family, friends, lifestyle, communities, etc. It means eliminating wasteful spending. In short HR has to play a prominent role in this and work as a leader in guiding and supporting others in achieving green HR objective set by the organisation. HR Professionals should design their plans, policies and strategies accordingly and get themselves fully involved in taking advantage of new technology to improve business performance. HR professionals should interact with all in the organisation and thereby occupy a pivotal role in making this change possible in the organisation.

Green HR initiatives mean transforming needless costs into income that are required. Hence there will be better support extended for customers, more opportunities for employees to and the organisation can ensure the use of more reliable, cost-effective technologies contributing to greater productivity and market survival. In all, it means the development of a sustainable business model that serves both the purposes i.e. optimum resource utilization and environment friendliness.

Green HR initiatives
1. To conduct HR audit
2. To conduct yearly Green Surveys
3. Go with paperless work
4. Use the recycle products
5. To reduce business travel
6. Encourage for carpooling
7. Try to communication through online
8. Encourage the workers for water
9. Explore chances for applying another energy sources
10. Monitor the workers green activity of workers

2. OBJECTIVE OF STUDY

- To analysis the Green HR initiatives with special reference of Chennai IT companies
- To analysis about the association between Green HR initiatives with demographic data of IT companies in Chennai

3. REVIEW OF LITERATURE

Renwick, (2012) defines every organisation wants to pick and recruit an individual to develop and sustain a green workforce that respects and is involved in the environment. According to Muniandi and Nasruddin, (2015) talent management is under stressful demand for reforming operations of industrial companies which as of today to fail to successfully retain talent. Kapil, (2015) believes green HR initiatives should ensure that selection of prospective candidates, who represent a huge pool of talented and knowledgeable resources, is strictly done using various criteria which are in line with the green HR initiatives of the organisation

According to Mandip, (2012) employee related training imparted should necessarily ensure that the relevant social and environmental related concerns and issues existing at

various levels such as those relating to the health of employees, safety of employees are given due consideration to ensure that there is strategic sustainability at all times and at all levels..

Santos, (2008) said performance management programs are effective in ensure the successful implementation of green HR initiatives as they help measure contribution of every employee in promoting such initiatives which ultimately results in employee engagement.

Jackson, (2011) Organizations need to establish a management information system with respect to environment management and also regularly conduct environmental audits to sustain effective employee engagement. Jabbar and Abid (2014) define importance to adoption of environmental practices as a key objective of organizational functioning making it important to identify with the support of human resource management practices.

4. RESEARCH METHODOLOGY

The research design has been descriptive and quantitate in nature and the research tool used to collect primary data through structured questionnaire manual form and google form and secondary data collected from journals, research articles and internet. This study use simple random sampling technique, the investigation made among 100 middle levels IT employees from Chennai. The questionnaire designed based on green variables with demographic factors. This study was analysed the relationship between green initiative and demographic factors with the Chi Square test in SPSS 16.0 version.

Chi-Square Tests: The Chi-Square test is finding the significant association between the two variables.
Hypothesis assumption: P-value is less than (0.05), reject the null hypothesis and accept the alternative hypothesis. If p- value is greater than (0.05) accept the null hypothesis and reject the alternative hypothesis.
Hypothesis for Chi-Square Tests:
Null hypothesis H0: Assumes there is no significant association between the two variables.
Alternative hypothesis H1: Assumes there is significant association between the two variables.
Hypothesis for One Way ANOVA Tests:
Null hypothesis H0: Assumes there is no significant difference between the two variables.
Alternative hypothesis H1: Assumes there is significant difference between the two variables.

DATA ANALYSIS
Demographic analysis

Table: 1

Cross Tabulation for Gender and Age						
Particulars			Age			Total
			<25 years	26-35 years	36-45 years	
Gender	Male	Count	69	40	31	140
		% within gender	49.3%	28.6%	22.1%	100.0%
		% within age	62.7%	59.7%	72.1%	63.6%
		% of Total	31.4%	18.2%	14.1%	63.6%

	Female	Count	41	27	12	80
		% within gender	51.2%	33.8%	15.0%	100.0%
		% within age	37.3%	40.3%	27.9%	36.4%
		% of Total	18.6%	12.3%	5.5%	36.4%
Total		Count	110	67	43	220
		% within gender	50.0%	30.5%	19.5%	100.0%
		% within age	100.0%	100.0%	100.0%	100.0%
		% of Total	50.0%	30.5%	19.5%	100.0%

Sources by primary data

RESULT

The above table shows 69 male employees and 41 female employees are below age of 25, 40 male employees and 27 female employees are 26 -35 between age group, 31 male employees and 12 female employees are 36 -45 between age group, and no one is above age of 45.

Table: 2

Cross Tabulation Gender Vs Working Experience								
			Working Experience					
			< 1 Year	2-5 Years	6-11 Years	11-15 Years	More Than 16 Years	Total
Gender	Male	Count	50	39	24	21	6	140
		% Within Gender	35.7%	27.9%	17.1%	15.0%	4.3%	100.0%
		% Within Working Experience	79.4%	50.6%	96.0%	42.9%	100.0%	63.6%
		% Of Total	22.7%	17.7%	10.9%	9.5%	2.7%	63.6%
	Female	Count	13	38	1	28	0	80
		% Within Gender	16.2%	47.5%	1.2%	35.0%	.0%	100.0%
		% Within Working Experience	20.6%	49.4%	4.0%	57.1%	.0%	36.4%
		% Of Total	5.9%	17.3%	.5%	12.7%	.0%	36.4%
Total		Count	63	77	25	49	6	220
		% Within Gender	28.6%	35.0%	11.4%	22.3%	2.7%	100.0%
		% Within Working Experience	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% Of Total	28.6%	35.0%	11.4%	22.3%	2.7%	100.0%

Sources by primary data

RESULT

Accept **Null hypothesis (Ho1)** assume there is no significant association between Gender and Experience.

Table: 3

Cross tabulation Gender Vs Designation											
		Designation									Total
		Trainee	Analyst	Application Developer	Associate	Product Test Specialist	Programmer	Team Leader	Software Engineer	System Engineer	
Male	Count	26	16	29	16	0	2	30	15	6	140
	% Within Gender	18.6%	11.4%	20.7%	11.4%	.0%	1.4%	21.4%	10.7%	4.3%	100.0%
	% Within Designation	72.2%	72.7%	80.6%	41.0%	.0%	100.0%	50.8%	100.0%	85.7%	63.6%
	% Of Total	11.8%	7.3%	13.2%	7.3%	.0%	.9%	13.6%	6.8%	2.7%	63.6%
Female	Count	10	6	7	23	4	0	29	0	1	80
	% Within Gender	12.5%	7.5%	8.8%	28.8%	5.0%	.0%	36.2%	.0%	1.2%	100.0%
	% Within Designation	27.8%	27.3%	19.4%	59.0%	100.0%	.0%	49.2%	.0%	14.3%	36.4%
	% Of Total	4.5%	2.7%	3.2%	10.5%	1.8%	.0%	13.2%	.0%	.5%	36.4%
Total	Count	36	22	36	39	4	2	59	15	7	220
	% Within Gender	16.4%	10.0%	16.4%	17.7%	1.8%	.9%	26.8%	6.8%	3.2%	100.0%
	% Within Designation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% Of Total	16.4%	10.0%	16.4%	17.7%	1.8%	.9%	26.8%	6.8%	3.2%	100.0%

Sources by primary data
RESULT

The above table shows 30 male Team Leaders, 29 female Team Leaders. There is no male Product Test Specialist, no female programmers and software engineers in this survey. Accept **Null hypothesis (Ho2)** assume there is no significant association between Gender and Designatio**n**

Table: 4

Chi-Square Tests – Demographic Factors Vs Green Initiative			
Particulars	Value	Df	Asymp. Sig. (2-Sided)
Gender and Green Initiative	62.381^a	16	.000
Age and Green Initiative	$1.376E2^a$	32	.000
Education and Green Initiative	$2.477E2^a$	64	.000
Income and Green Initiative	$3.496E2^a$	80	.000
Designation and Green Initiative	$7.351E2^a$	128	.000
Working time and Green Initiative	76.555^a	32	.000
Marital status and Green Initiative	59.598^a	16	.000
Working experience and Green Initiative	$2.059E2^a$	64	.000
Free pick up and Green Initiative	$1.098E2^a$	16	.000
Member in social welfare Group and Green Initiative	39.037^a	16	.001

Sources by primary data

RESULT

The above table shows the all demographic factors P-value is less than 0.05 so accept **Alternative hypothesis (H1)** assume there is significant association between demographic factors of IT staffs and Green initiative.

Table:5

One Way ANOVA – Demographic Factors Vs Green Initiative		
Particulars	F	Sig.
Gender and Green Initiative	5.021	.000
Age and Green Initiative	4.268	.000
Education and Green Initiative	5.969	.000

Income and Green Initiative	3.879	.000
Designation and Green Initiative	5.552	.000
Working time and Green Initiative	3.561	.000
Marital status and Green Initiative	4.714	.000
Working experience and Green Initiative	6.425	.000
Free pick up and Green Initiative	12.650	.000
Member in social welfare Group and Green Initiative	2.737	.001

Sources by primary data

RESULT

In the above table shows p value was below than 0.05. Hypothesis H03 was rejected. Assume there is significant difference between Gender and Green Initiative. Hypothesis H04 was rejected. Assume there is significant difference between Age and Green Initiative. Hypothesis H05 was rejected. Assume there is significant difference between Education and Green Initiative.

Hypothesis H06 was rejected. Assume there is significant difference between Income and Green Initiative. Hypothesis H07 was rejected. Assume there is significant difference between Designation and Green Initiative. Hypothesis H08 was rejected. Assume there is significant difference between Working time and Green Initiative. Hypothesis H09 was rejected. Assume there is significant difference between Marital status and Green Initiative. Hypothesis H010 was rejected. Assume there is significant difference between Working experience and Green Initiative. Hypothesis H011 was rejected. Assume there is significant difference between Free pick up and Green Initiative. Hypothesis H012 was rejected. Assume there is significant difference between Member in social welfare Group and Green Initiative.

5. CONCLUSION

This research is such that it has paved the way to work on a relatively new research avenues which deals with creating a link between green HR initiatives of organisations and employee's personal factor irrespective of IT industry in which it is implemented.

The results of this research represent a brief snapshot of the influence of green HR initiatives on employee's personal factors and green activity which is a very decisive factors influencing the overall organisational effectiveness mainly from the viewpoint of middle level management by considering that the influence of green HR initiatives, HR professionals would be better equipped in implementing and continuously updating changes as and when required in the environmental performance.

6. REFERENCES

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