

## **Nexus between Strategic HRM Practices and Green HRM Practices with Respect to Information Technology**

<sup>1</sup>Dr. G. Srividya, <sup>2</sup>Dr. P. Lalitha Rani, <sup>3</sup>Dr. Ch. Varalakshmi

<sup>1</sup>Assistant Professor

Department of Business Management and Commerce  
Telangana Mahila Viswavidyalayam, Hyderabad, Telangana

<sup>2</sup>Assistant Professor

Department of Commerce and Management Studies  
Adikavi Nannaya University, Rajahmundry

<sup>3</sup>Assistant Professor

Department of MBA, Andhra Loyola College.  
Vijayawada

### **Abstract**

The world now is more competitive than it was decades ago. Strategic HRM is the use of appropriate HR strategies to align employees' skills and expertise with the aims of the firm in order to gain and retain a competitive advantage. Its practices are critical for exploiting information technology to improve corporate performance. Furthermore, organizations are focusing on safeguarding the environment from various sorts of pollution, resource and energy waste, and other challenges by implementing required green practices—also known as green HRM practices—through the use of information technology. Thus, the goal of this study is to employ information technology to shed light on the relationship between strategic HRM and green HRM practices as they approach their goals.

**Keywords:** Strategic HRM, Green HRM, Competitive advantage, Information Technology, Business performance.

### **Introduction:**

A deliberate and logical approach to managing an organization's most valuable asset—the employees who work there and who both individually and collectively contribute to the accomplishment of its goals—is known as human resource management.

Strategic human resource management is a novel technique that assists in connecting employee talents with organizational goals. SHRM is a branch of HRM.

The phrase that is most used and has gained popularity is "green HRM." The current period has seen unprecedented rises in environmental consciousness and sustainability-related initiatives. Every time there is an international conference on the environment, the countries talk about carbon credits, global warming, and climate changes that cause earthquakes, frequent floods, glaciers to melt quickly, and the extinction of particular animal and plant species. The combination of environmental management and human resource management is known as "green HRM."

Companies today face an endless number of hurdles brought on by quickly shifting markets, rising customer expectations, lead time pressure, adapting to new technologies, and a variety of other problems. Organizations can now be more competitive by easily and quickly utilizing critical information that would not be feasible without information systems. In order to obtain a competitive advantage, the paper proposes that all organizational departments—especially HRM—must integrate with IT in order to notice the quick changes in the business environment. The necessity of information technology in several areas of strategic HRM and Green HRM practices is discussed in the paper.

### **Review of literature:**

The literature on the nexus between strategic HRM practices and green HRM practices with respect to information technology is still evolving. Ojo et al. (2020) emphasize the importance of green training and development, performance management, and empowerment and participation in stimulating pro-environmental IT behaviour. They suggest that GHRM practices are significant predictors of environmental IT performance, highlighting the need for these practices to engage employees in pro-environmental behaviour. This aligns with the findings of Hameed et al. (2022), who develop a conceptual framework linking green HR practices to green corporate social responsibility, including green recruitment and selection, training and development, and reward and compensation. Choon et al. (2020) discuss the impact of information systems on HRM in international and multi-national companies, indicating a shift in the management of HRM due to the extended use of technology. Similarly, Hoti et al. (2021) explore the impact of information technology on HR practices in the public sector, emphasizing the importance of knowledge development in IT use. This highlights the need for organizations to adapt their HR practices to align with technological advancements. Malik et al. (2021) delve into the global information technology industry, identifying multivergent configurations in IHRM practices. They argue for the presence of 'multivergence' in an industry sector that heavily relies on strategic business partnerships, suggesting that HRM practices in the IT industry may vary based on different factors. This diversity in HRM practices is crucial to consider when examining the relationship between strategic HRM practices and green HRM practices in the context of information technology. Overall, the literature review indicates a growing interest in understanding the interplay between strategic HRM practices, green HRM practices, and information technology. Studies highlight the importance of engaging employees in pro-environmental behaviour, adapting HR practices to technological advancements, and considering the diversity of HRM practices in the IT industry. Further research in this area can provide valuable insights for organizations looking to enhance their environmental performance and sustainability through effective HRM strategies

### **Objectives of the study:**

- To uncover how technology affects strategic HRM practices and how they affect organizational performance.
- To elicit how technology affects green human resource management practices and how they affect organizational performance.
- To draw attention to the relationship, in terms of information technology, between Green HRM practices and Strategic HRM practices.

### **Methodology:**

To study the above objectives data collected is secondary data, which are collected from different sources like journal articles, websites and books

### **The Role of Information technology on Strategic HRM practices towards organizational performance.**

Information technology was essential from the beginning of trade and business. But with the development of technology in recent years, information has become a necessary component of contemporary organizations regardless of their commercial objectives. HRM, a crucial component of businesses, is more reliant on information than ever before; HRIS is strengthening the bond between HRM and IT.

HRIS helps SHRM run smoothly, effectively, and efficiently by eliminating time lapse, gaps, costs, and employee confusion. It can serve as a link between technology and HRM operations. However, it should be highlighted that HRIS is a gift of technology to the HR managers, who are largely responsible for the effective, timely, and efficient use of this gift.

In strategic hrn practices, information technology plays a pivotal role. As follows:

- Employee involvement refers to structured programs that empower employees. This technology is utilized for information exchange programs, recommendation schemes, attitude surveys, total productive maintenance, TQM, and six sigma.
- Talent management: the degree to which finding and developing talent is done using an organized approach. Information technology is employed in several ways in this context, including succession planning, competency development, leadership development, and job analysis and recruitment strategies.
- The degree to which learning systems and procedures have been established is known as employee development. This practice uses IT for its own training infrastructure, partnerships with educational institutions, and training processes.
- Performance management is the degree to which individual performance is measured, reviewed, and improved through formal methods. IT is utilized in this for competency evaluation, compensation for performance, ESOPs, and employee motivator programs.
- The degree to which HR procedures have been technologically enabled to increase productivity and service standards is known as their efficiency. IT is also utilized in this for knowledge management, ERP software implementation, and HR process e-enablement.
- The degree to which HR procedures and results are gauged is known as HR measurement. IT is utilized in this to evaluate the worth of HR and provide a balanced scorecard.

Only with the participation and dedication of each individual inside the business can expected organizational success be achieved. The organization concentrates on choosing the best candidates with the necessary training and abilities to accomplish its goals and objectives. This leads to the desired level of employee performance, which is nothing more than the realization of the expected level of organizational performance. The aims of the organization and the employees should be connected in some way. Additionally, if workers are happy with HR policies, procedures, and practices, they will perform at the expected level, which is simply reaching the goals set forth for the firm. It is absolutely impossible to accomplish corporate goals, objectives, and expected performance levels without the use of technology.

### **The Role of Information Technology on Green HRM practices towards organizational performance.**

In today's world, green human resource management (HRM) is a newly emerging idea as a result of much pollution and other natural causes that have made the environment uncomfortable for humans. Thus, raising awareness of green HR efforts and organizational greening is imperative. As things stand right now, everyone is working to create environmentally conscious and intelligent organizations. Many businesses use green HR initiatives to make their operations more economical, environmentally friendly, and resource-conscious by utilizing emerging technologies. While scholars and others have been interested in the influence of IT on Green HRM.

IT is the study of or application of information storage, retrieval, and transmission systems, particularly those involving computers and telecommunications. Information technology is seen as a subset of communications technology. Green HRM and information technology are heavily influenced by one another. Green HR professionals' strong demands for increased speed, effectiveness, and cost minimization are driving technological advancements, which ultimately leads to higher profitability and sustainability for the organization.

People must be concerned about the environment in addition to technological advancements and increased understanding. It is great to have useful companies in India. However, employers must consider being green in their activities. For this, top management must move forward with planning and implementation. Employers should express an interest in assigning Green HR professionals to plan and implement green projects both internally and outside. This results in optimal use of natural resources, which leads to cost effectiveness, work efficiency, profitability, environmental sustainability, and, most importantly, excellent health for all and future generations by preserving a green environment.

IT is essential to the implementation of all these eco-friendly projects and activities. As follows:

- 1) Green printing is the process of utilizing recycled materials, energy-efficient technologies, and a reduction in greenhouse gas emissions. Digital printing presses that use biodegradable toner, less chemicals, and less power came about as a result of IT participation.
- 2) Green manufacturing refers to the process of producing green products through the use of clean technology equipment and renewable energy systems.
- 3) Job sharing is the division of a full-time position between two people in order to accomplish organizational goals that are scheduled by information technology (computers, internet, software, etc.).
- 4) Participants can communicate with one another virtually, through video conferencing, and through teleconferencing, using IT to connect from distant places.
- 5) Recycling involves gathering and processing discarded materials to create new products utilizing technological tools.
- 6) Telecommuting is using internet, email, and phone to work from home rather than the workplace.
- 7) Online training is a virtual classroom program that trainees can attend at their convenience.
- 8) Energy-efficient office environments use efficient technologies or processes. Making energy-efficient office environments is regarded as a mostly underutilized answer to global warming, energy security, and fossil fuel depletion.
- 9) Green payroll eliminates paper-based processes, reducing environmental impact and waste. And switching to an online payroll system, which helps conserve natural resources for future generations.
- 10) Carpooling involves transporting multiple people in the same automobile, which benefits the environment, saves time and money, reduces stress, and reduces traffic congestion.
- 11) Company transport refers to companies who provide transportation for their business.
- 12) Flexible work allows employees to adjust their start and end times using computers.
- 13) E-filing involves electronically filling out income tax forms via the internet.

#### **Nexus between Strategic HRM practices and Green HRM practices in relation to information technology.**

Organizations must combine information technology with human resource management, integrating corporate strategy and adapting to rapidly changing client needs and technological advancements.

Strategic HRM connects human resource and organisational strategies, objectives, and goals. Manpower skills and knowledge are employed to achieve defined organizational and employee performance through information technology. Without proper use of IT, it is nearly difficult to achieve efficacy and efficiency in adopting its processes in order to improve business performance and maintain a competitive advantage.

Green HRM combines environmentally friendly HR practices with the preservation of knowledge capital. It is the application of HRM policies to encourage the sustainable use of resources within businesses and, more broadly, to advance the cause of environmental sustainability. Information technology is widely used in all activities. This study examines the relationship between strategic HRM and green HRM practices in terms of IT. To achieve economic success, enterprises must not only focus on competitive advantage and projected departmental performance levels, but also on eco-friendly operations that will preserve resources for future generations.

So, the link between both practices is the necessity for businesses to maintain a competitive advantage while also utilizing natural resources for growth and success. Another requirement for the adoption of these practices is the involvement, awareness, and dedication of all organizational personnel, as both concepts have an interrelationship and a single goal. In today's competitive world, people are interested in working for socially responsible

organizations. During this epidemic, green HRM practices such as remaining at home and working help to keep people safe.

### Conclusion:

In today's competitive business environment, every company is concerned with profit and maintaining a competitive advantage. However, the current global situation requires businesses to consider the environment and healthy people resources in order to reach the required level of organisational development. In addition to revenues and competitive advantage, firms must be environmentally responsible. As a result, this study demonstrates that combining and relating strategic HRM and green HRM practices using information technology leads to excellent employee and organisational performance, as well as success. This study also aims to raise awareness among readers about the importance of "Going Green" in protecting everyone's life.

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