

The Relationship Between Sustainable Human Resource Management and Green Human Resource Management- A Case of Medical Sector in Hyderabad, India

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KEYWORDS

Sustainable, Human Resource Management, Medical Sector, Green Human Resource Management

ABSTRACT

Background: Human Resource Management (SHRM) and Green Human Resource Management (GHRM) are the subjects of this investigation of their interplay in Hyderabad, India's industrial sector. There is a growing need to include eco-friendly practices into HRM due to the increased global focus on sustainability in medical industry. **Aim:** Sustainable The study's overarching goal is to deduce how green HRM (GHRM) programs and SHRM practices—which prioritize the well-being of employees and the longevity of organizations—are compatible with one another. **Method:** The study surveyed 409 medical employees in Hyderabad using a quantitative research approach based on questionnaires and the data was analysis using SMART PLS. **Results:** There is a strong positive relationship between SHRM and GHRM, according to the results, thus businesses that use thorough SHRM are also more likely to use GHRM strategies that work. Human resource managers can help promote a sustainable culture, gain a competitive edge, and advance environmental goals by implementing the sustainable and green practices suggested in the study's conclusion. **Conclusion:** The study adds to the expanding corpus of literature on sustainable business practices and have important implications for industrial policy and practice.

1. Introduction

The study presents an all-encompassing model that incorporates the Ability-Motivation-Opportunity (AMO) and Person-Organization (P-O) Fit theories. Our research implies that AI-driven sustainable HRM has a beneficial effect on employee engagement, which in turn boosts performance [1]. An increasing number of sectors are recognizing the importance of sustainable human resource management (SuHRM), an approach that seeks to improve society, the environment, and the bottom line simultaneously. But the difficulties of using SuHRM across sectors have received very little research attention [2]. In addition to having indirect relevance, the Sustainable Development Goals (SDGs) have direct application to HRM within organizations. Nobody can deny that by 2030, the world would have failed miserably at meeting the Goals. Some have suggested that the SDGs and HRM are (or at least should be) related, even though the link between the two is not immediately obvious; nonetheless, it is possible that there is also failure in this area. Based on existing research, this conceptual paper argues that this is due to intrinsic issues with our current understanding of human resource management (HRM), the Goals, and the connection between HRM and the SDGs [3]. A novel method of HRM known as sustainable human resource management (HRM) has evolved throughout the last 20 years. When it comes to human resource management, a stakeholder-inclusive approach is key to achieving long-term success for businesses in meeting their financial, social, environmental, and organizational goals. To ensure the long-term success of human resource management (HRM), HR managers play a vital role. Despite the expanding body of literature on sustainable HRM, very little is known about how these key stakeholders view it [4]. According to studies, sustainable human resource management (HRM) practices are crucial for businesses and individuals to work towards sustainable growth. Nevertheless, individual results have been the subject of scant investigation. An essential individual result, career progression, is linked to sustainable HRM practices in this study. This study used social cognitive career theory to look at how sustainable HRM practices might help with things like psychological capital and career progression. The researchers also suggested that a crucial boundary condition is a good person-

organization (P-O) fit. Sustainable HRM practices have the potential to greatly enhance psychological capital and career advancement, according to a study that used time-lagged survey data obtained from a Chinese organization. Additionally, P-O fit further moderated psychological capital's mediating influence while amplifying the positive effect of sustainable HRM practices on psychological capital. Psychological capital and job advancement were more strongly impacted by long-term HRM strategies when P-O fit was high [5]. The Qatari Ministry of Culture's human resource management techniques have been successfully incorporating sustainability concepts to boost organizational performance and employee well-being. Interviews with stakeholders, employees, and HR managers were part of the mixed-methods strategy that also included document analysis, questionnaire administration, and interviewing. The results showed that the Ministry of Culture understood the importance of sustainability and took steps to promote work-life balance, diversity and inclusion, professional growth, open governance, and accountability. In addition to boosting morale and productivity, these actions improve the organization's overall effectiveness. Aligning HR strategy with sustainable development goals and incorporating sustainability principles into HRM practices are the main points of the study. In addition, the study delves into specific programs and techniques that can enhance HRM's sustainability. This research added to what is already known about sustainability in human resource management by concentrating on the Ministry of Culture [6]. The idea of employee resilience is becoming more popular among many companies in these uncertain and volatile times. This is because resilient people are better equipped to adjust to new circumstances and bounce back faster. On top of that, they show more enthusiasm for their job. Since employees can cultivate resilience as a personal resource, the focus here is on how to make it even stronger. Likewise, the next topic relates to the causes of employee engagement in the workplace, which is relevant when claiming that engaged workers can perform better. According to the research, HRM is crucial in encouraging employees to be resilient and invested in their job. Unfortunately, people management has somehow overlooked the sustainability dimension [7]. Small and medium-sized businesses (SMEs) in the creative industries have been at the forefront of the movement towards more environmentally friendly practices in recent years. For small and medium-sized enterprises (SMEs) in the creative industries, this paper provides a thorough analysis and framework for incorporating eco-sustainability into HRM strategies. Design, advertising, fashion, and the media are all parts of the creative industries, which have a big impact on popular culture and how people shop. However, due to resource-intensive production processes, waste generation, and high energy consumption, these industries also leave a significant environmental impact. Small and medium-sized enterprises (SMEs) in the creative industries are under increasing pressure to embrace environmentally friendly methods in response to these difficulties. An encouraging strategy for incorporating eco-sustainability into the fundamental activities of SMEs is strategic human resource management. A culture of environmental responsibility and innovation can be fostered among employees of SMEs by connecting HRM practices with the organization's sustainability goals. Recruiting and selection, development and training, performance management, and employee engagement are the four main components of eco-sustainable human resource management that are outlined in this review's framework. Attracting people whose values are congruent with the organization's sustainability principles requires efficient recruitment and selection procedures. Employees can be better prepared to carry out their responsibilities in an environmentally responsible manner through training and development programs. Employees' contributions to environmentally sustainable goals should be measured using sustainability indicators included in performance management systems. Increasing dedication to eco-sustainability efforts is another benefit of encouraging employee engagement through dialogue, feedback, and praise. Small and medium-sized enterprises (SMEs) in the creative industries can lessen their negative effects on the environment and increase their chances of attracting eco-conscious customers and investors by incorporating eco-sustainable practices into their strategic human resource management (HRM) [8]. One idea behind "green HR" is getting everyone on staff to think more critically about environmental problems and act more sustainably. Sustainable human resource management includes green HR practices and promotes organizations' use of resources in a responsible way. The current research aims to provide a more thorough explanation of GHRM and the numerous

obstacles that businesses have when trying to incorporate environmental measures into their overall HR procedures. Also covered in this chapter are the ESG frameworks that the corporations have used and how they work. The author will also try to detail the many eco-friendly policies put in place by the Indian government-owned ONGC and private sector firm ITC. The study concludes that green HR practices and knowledge capital preservation are the two pillars upon which GHRM rests. With this two-pronged strategy, company leaders in the sector can raise their level of consciousness about CSR and environmentally conscious practices [9].

Review of Literature

Literature on Sustainable Human Resource Management:

Strategically, every postal operator must prioritize sustainable human resource management considering the current state of the logistics and postal labour markets. As an important issue for long-term HR planning, this research suggests a fresh way of measuring employee happiness by zeroing in on the specific job qualities and socio-demographic factors that have an impact on workers' happiness and loyalty [10]. The correlation between engagement, employability, and long-term HRM strategies has been the subject of few research. Because of this knowledge vacuum, studying the connection between these concepts is warranted. To the best of the authors' knowledge, this paper presents the first research findings to tackle Sustainable Human Resource Management, Work Engagement, and Perceived Employability all at once. The study's overarching goal is to determine how sustainable human resource management affects employee engagement and confidence in their own employability. To validate the model of the relationship between the factors described before, a quantitative investigation was carried out amongst the employees. Organizations with 10 or more employees were surveyed using purposive-quota sampling [11]. In response to mounting pressure from both regulators and customers, many companies have made sustainability one of their primary goals. Questions of raw materials, product/process design, and innovation are common foci in discussions on sustainability. However, when it comes to this topic, human resources are rarely mentioned. In this study, we use a systematic literature review strategy to delve into SHRM, or Sustainable Human Resource Management, and find out what it is, how it works, what obstacles it faces, and what advantages it offers. Organizations can use the results to inform the proposal of an integrated conceptual framework for SHRM-based sustainability adoption that will last [12]. The construction sector employs a huge number of people who are diverse in background and skills. Achieving sustainable growth in this sector requires Human Resource Management (HRM) techniques. This will ensure long-term client happiness, project efficiency, and profitability. The study's overarching goal is to identify the factors that contribute to sustainable HRM in the construction sector and to identify the characteristics of such practices. The study's results highlight the importance of sustainable HRM practices for construction companies. There is a robust correlation between Sustainable HRM practices, CSR, and the financial performance of organizations, according to the study's findings. Considering the findings, this research suggests a set of long-term HRM strategies for construction companies. By following its lead, they would be better able to manage their CSR policies and financial objectives in a balanced manner, as well as retain and recruit high potential people as vital internal stakeholders [13]. The significance of SDG No. 8, "decent work and economic growth," is brought to light through sustainable HRM practices. Aligning HR policies and practices with Industry 4.0 is, thus, the driving force behind this research. set out to determine the most pressing obstacles to implementing Industry 4.0 in a way that would be sustainable for human resources in the context of a developing economy like India's, and then to rank these obstacles in order of importance for a successful rollout of the technology. To rank the difficulties, a mixed-methods strategy was used. Academics, professionals, and managers in the field participated in semi-structured interviews. We used NVivo to run the transcripts of the interviews to identify overarching themes and problems, and then we used fuzzy best-worst to rank them [14]. The idea of an aging population is very much in the news right now. The importance of age management is highlighted while considering the aging population. It talks about HR management in relation to employees' ages and potential. The primary objective of this article is to disseminate the findings of a study that surveyed workers in

Slovakian industrial firms to determine their views on the significance of age management pillars. The research premise and previously stated research questions lead us to conclude that members of different generations place different values on the age management pillars. Based on the results, we can say that the age management pillars are important for industrial firms in Slovakia and that there is a dependence between generational groups of employees [15].

Literature on Green Human Resource Management:

Integrating HRM with environmental management literature is the primary goal of this work. In addition, the article demonstrates how GHRM (green human resource management) contributes to ERM initiatives. This article looks at the key connections between environmental planning and human resource management, with an emphasis on how the two fields impact each other. In addition, the literature is reviewed with a focus on the primary human resource practices. The article goes on to suggest several methodological approaches that could be useful for further research into the connection between environmental strategy and human resource management. Additionally, suggestions for additional study are included. Green human resource management is a relatively new area of study that has grown out of the established body of literature on the importance of human capital in environmental management. Our literature review focuses on research that has looked at green HRM and environmental strategy as well as general HRM and environmental strategy [16]. green leadership, green corporate culture, green work engagement, and green human resource management all interact within a developing industry. The study aims to provide light on the connection between green leadership, green work engagement, green human resource management, and green organizational culture in the agricultural products business of Vietnam. Results from a survey of 380 workers show that green leadership and green HR practices boost employees' enthusiasm for doing environmentally friendly jobs. Green leadership, green employee engagement, and green HRM are all interrelated, but the results show that green company culture moderates this relationship. These findings enrich the current green HRM theoretical framework by shedding light on how green leadership and green HRM affect green work engagement via green organizational culture. The research emphasizes the importance of promoting a green organizational culture, green leadership, and successful execution of green human resource management programs to encourage employees to engage in ecologically friendly work practices [17]. The idea that green HRM results in better environmental performance has a lot of backing from the research. Green human resource management and environmental performance in developing nations' medical industries are facilitated, according to this study, by green innovation, environmental strategies, and pro-environmental behaviour. Our goal in collecting and analysing data from 410 medical firm managers in Pakistan using partial least square structural equation modelling was to test the mediating effect of green innovation and pro-environmental behaviour, as well as the moderating role of environmental strategy in the proposed model. To achieve environmental performance excellence via operational efficiency, suitable environmental strategy, and human willingness to participate in environmental activities, the mediating and moderating outcomes emphasized the relevance of green innovation, environmental strategy, and pro-environmental behaviour. There may be theoretical and practical ramifications for comparable emerging nations in the results as well. The study's findings are applicable to other developing nations with a similar economic and social framework [18]. environmentally conscious banking practices, green HRM strategies, green employee engagement, and green transformational leadership. We investigate the effects of transformational leadership on the links between green HRM practices and employee engagement. Three hundred sixty-three green bank workers from Indonesia were selected at random. Online surveys were used to gather data, which was then evaluated using regression modelling. Overall, the results demonstrate a favourable and statistically significant association between green HRM practices and employee engagement, with transformational leadership mediating the relationship. To be more precise, green hiring practices have no effect on the emotional or mental aspects of employee engagement; they merely influence the behavioural ones. The cognitive and behavioural components of employee engagement are unaffected by training and development, but the affective components are. Additionally, this study offers new insights into the ways

in which green HRM practices, transformational leadership behaviours, and institutional factors interact to boost engagement among workers [19]. Using the ideas of Corporate Sustainability, Triple Bottom Line, and Natural Resource-Based View as a foundation, this study seeks to forecast the positive correlation between environmentally conscious leadership practices, environmentally conscious HRM policies and procedures, and environmentally conscious actions taken by employees. It uses a quantitative approach to examine 252 pieces of data gathered from clients who are potential workers for SMEs in Budapest. Using the Snowball sampling method, 252 samples were emailed an online questionnaire for around one month in Hungary. Green transformational leadership and green HRM strategies have a beneficial effect on green actions taken by workers, according to structural equation modelling research. Human resource management strategies that promote sustainability mediate the connection between environmentally conscious leadership styles and the actions taken by their staff. By incorporating the green notion into leadership and HRM practices, small and medium businesses can help their people improve their green behaviour. Initiatives like these help small and medium businesses stay in business [20].

2. Methodology

Research Objectives:

- Examine the integration of Sustainable Human Resource Management (SHRM) techniques with Green Human Resource Management (GHRM) practices in the industrial industry in Hyderabad.
- Examine the impact of Strategic Human Resource Management (SHRM) and Global Human Resource Management (GHRM) practices on the overall performance of medical firms, specifically in terms of productivity, profitability, and competitive advantage.
- Outline optimal strategies for implementing Strategic Human Resource Management (SHRM) and Global Human Resource Management (GHRM) in the Medical industry, as well as the obstacles that businesses encounter while integrating these strategies.

Data Analysis:

Demographic Profile of the Respondents- Telangana, India as the context of the research. Total 550 samples have been collected out of which 409 was usable. We choose random sample for collecting the samples in Hyderabad location. Hence, we have chosen the convenient sampling method. In this method, it is important to keep track on the demographics of the sample as a highly skewed sample can result in misrepresentation. The following factors show the demographic distribution of the sample over various factors.

A. AGE

The age of the respondents involved in our survey. All the respondents who are working in medical industries.

Age (Years)	Respondent	Percentage
20-25	113	27.6
25-30	139	33.9
30-35	89	21.9
>35	68	16.6
Total	409	100

Source: Primary Data

27.6% of the employee working in the medical located in Telangana are in the age group of 20 years to 25 years. 33.9% of the respondents are in the age group of 25 years to 30 years. 21.9 % of the

employee participated in the survey are in the age group of 30 years to 35 years. 16.6 % of the employees participated in the survey are in the age group above 35 years.

b. Income

Income (Rs)	Respondent	% Percentage
10K-20K	101	24.7
20K-30K	102	24.9
30K-40K	164	40
>40K	42	10.4
Total	409	100

The income group of the respondents involved in the survey are 24.7 % of the employees are in the income group of 10,000/- per month to 20,000/- per month. 24.9% of the employees involved in the survey are in the income group of 20,000/- to 30,000/- per month. 40% of the employees involved in the survey are in the income group of 30,000/- to 40,000/- per month and 10.4% of the employees are in the income group of above 40,000/- per month.

c. Education

Education	Respondents	Percentage
SSLC	20	4.9
B Sc (Nursing)	164	40
Diploma in Medica	162	39.8
MBBS	63	15.3
Total	409	100

The education group of the respondents i.e., employees working in the medical industries are involved in the research are, 4.9 % of the employees are under SSLC and 40% of the employees are studied B Sc (Nursing) and 39.8% of the employees completed Diploma in Medica and 15.3% of the employee completed MBBS.

d. Designation

Designation	Respondents	Percentage
Floor Worker	40	9.8
Nurse	143	34.9
Lab assistant	144	35.1
doctors	82	20.2
Total	409	100

The respondents' participants working in the medical industries are in involved in the research are- 9.8 % of the respondents involved in the research are under floor worker in the organization and 34.9% of the employees involved in the research are Nurse, 35.1% of the employees involved in the research are Lab assistant and 20.2% of the respondent involved in our research are Doctors.

Mean & Standard Deviation of variable: - Sustainable Human Resource Management (SHRM):

Descriptive Statistics					
	N	M in	Ma x	Me an	SD
SHRM1	409	2	5	3.84	.741
SHRM2	409	2	5	3.74	.713
SHRM3	409	2	5	3.84	.930

SHRM4	409	2	5	3.69	.978
SHRM5	409	1	5	3.69	.918
SHRM6	409	2	5	4.11	.908
SHRM7	409	2	5	4.06	.884
SHRM8	409	1	5	3.80	1.188
SHRM9	409	2	5	3.74	1.018
Valid N	409				

The data collected for the SHRM's Mean value are in the range of 3 to 5. That means major of the respondents are agreed for effective functioning of the Sustainable HRM activities i.e., Balancing work life balance, organization values and employability in the medical Industries in Hyderabad Location.

Mean & Std Deviation for Green Human Resource Management:

	N	Mean	Std. Deviation
GHRM1	409	3.53	.754
GHRM2	409	3.85	.673
GHRM3	409	3.85	.588
GHRM4	409	3.85	.811
GHRM5	409	3.74	.850
GHRM6	409	3.90	.641
GHRM7	409	3.95	.827
GHRM8	409	3.74	.787
GHRM9	409	3.85	.876
Valid N	409		

The data collected for the Green Human Resource Management Practices Mean value are in the range of 3 to 4. That means major of the respondents are slightly agreed for effective interaction with the employees and filing the document process like leave management, training, recruitment, compensation, travel bills, performance records, personal files activities in the medical Industries in Hyderabad Location.

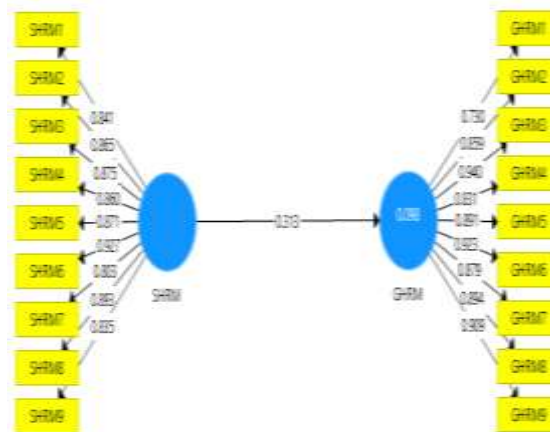
Reliability Test:

Cronbach's Alpha	N of Items
.902	36

The Validity and Reliability test of all the 36 questions and 409 employees working in the organization are participate in the survey and the all the questionnaires are in the acceptance range. As per our research, the Cronbach's alpha value is 0.902, The accepted value of Cronbach's alpha is 0.7; however, values above 0.6 are also accepted (Griethuijsen et al., 2015; Taber, 2018).

Testing of Hypothesis: Sustainable Human Resource Management impact on the Green Human Resource Management activities in the medical industries in Telangana

PLS Algorithm- Factor Analysis:



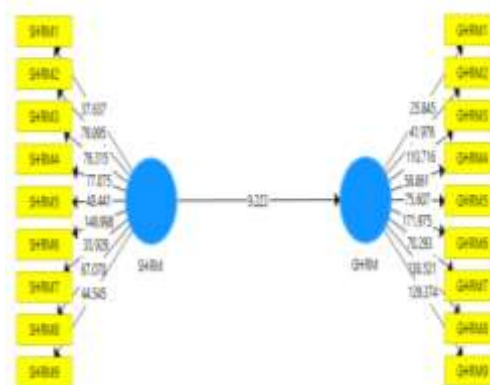
According to the Moorees and Chang (2006) the accepted outer loading 0.60 is accepted, as per our research all the Sustainable HRM & Green HRM (GHRM) values are above 0.70 i.e., all the loading values are significant and acceptable range.

Cronbach's Alpha & Average Variance Extracted (AVE):

	Cronbach's Alpha	rho_A	CR	AVE
GHRM	0.962	1.001	0.967	0.765
SHRM	0.958	0.973	0.964	0.747

The degree of shared variance between the model's latent variables is often evaluated using the criteria of Fornell-Larcker (1981). According to this criterion, the Average Variance Extracted (AVE) and Composite Reliability (CR) may be used to evaluate the convergent validity of the measurement model (CR) values over 0.7 are extremely excellent, while a value of 0.5 is acceptable, for AVE, which evaluates the amount of variation captured by a construct as opposed to the amount of variance owing to measurement error. When compared to Cronbach's Alpha, CR provides a more accurate indication of dependability; values of 0.7 and higher are considered satisfactory. In our research the AVE value is 0.765 & 0.747 that indicates the values are very good.

Bootstrapping: Partial Least Squares (Path)



T Value & P Value-

	T Statistics	P Values
SHRM-> GHRM	9.223	0.00

A statistically significant p-value is one with a probability of less than five percent. When p 0.05 is used, it means that there is very little chance that the null hypothesis is valid (and the results are random). This leads us to conclude that the alternative hypothesis is more likely to be correct and to reject the null. In our research the value of P is 0.00 that indicate the Alternative Hypothesis statement is accepted and rejected the null hypothesis. To be considered coincidental, a t-value of 1.96 with a

95% confidence interval of ± 0.05 is quite small. If you do an experiment and estimate (calculate a utility value), and the t-value associated with that estimate has an absolute value of precisely 1.96, then you may be 95 percent positive that the utility has a substantial influence on choice. It also implies that 5% of the time utilities that have no actual impact on decision will be deemed substantial after passing this test (false positives). In our research SHRM \rightarrow GHRM, the T Value is 9.223, it is greater than 1.96, i.e., Hypothesis statement is significant. Hence, the Sustainable Human Resource Management have direct impact on the Green Human Resource Management in the medical industries in Telangana Location.

3. Conclusion and future scope

The industrial industry in Hyderabad, India is the focus of this study, which explores the complex link between SHRM and GHRM programs. Organizations that place a premium on long-term sustainability and environmental responsibility witness considerable improvements in organizational performance and employee engagement, as demonstrated by the findings, which highlight the synergistic advantages of integrating SHRM and GHRM approaches.

Important findings show that Hyderabad industrial companies with strong SHRM programs are more likely to use full GHRM strategies, which improve environmental outcomes including waste reduction, energy efficiency, and carbon footprints. People are more attracted to work for companies that share their values of environmental responsibility and sustainability, therefore it's no surprise that these businesses see improved employee satisfaction and retention rates. While the study did find some good results, it did also point out several problems that companies encounter when trying to implement these practices, including a lack of knowledge, reluctance to change, and limited resources. Human resource managers and lawmakers must work together to promote a sustainable culture via open dialogue, best practices, and ongoing training if we are to overcome these obstacles. The study finishes with practical suggestions for human resources professionals, stressing the significance of making sustainability an integral part of HRM operations. Companies may boost their competitiveness and help society and the environment at the same time this study adds to the existing literature on SHRM and GHRM, which is a great help to the medical industry in Hyderabad by way of useful insights and recommendations. Any organization serious about long-term performance and environmental sustainability must prioritize the adoption of sustainable and green HR practices.

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