ANALYSIS OF RELATIONSHIP BETWEEN DEMOGRAPHIC PROFILES AND AWARENESS TOWARDS GREEN HRM STRATEGIES IN IT SECTOR, LUCKNOW

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ABSTRACT

Uttar Pradesh is the fastest growing state of India and Lucknow as a state capital is one of the largest populated Metropolitan cities. The city has vast growing industries and companies with ample opportunities for upcoming startups as well as generating employment. These are the reasons, which draw attention that the city requires a study for the welfare of employees, who play an important role in achieving organizations' goals and objectives. IT and ITES are one of the rapidly growing industries in Lucknow because of the reforms and policies made by the state government to make Lucknow as an IT hub. These initiatives will lead the city towards a digitally smart leading city with the consideration of a sustainable environment. This signifies the study on "Green HRM" is rational. This study analyse the relationship between demographic profile of IT employees and their awareness level towards Green HRM.

Keywords- Green HRM, Gender, awareness level, working experience, Reuse, Recycle and Repair

INTRODUCTION

In the present scenario, the concept of Green Human Resource Management (GHRM) is the new and very emerging concept, which is rapidly spreading in the organizations for the growth and development of the organizational environmental sustainability and also it is very much efficient in the field of the development of the employee's efficiency. The organizations used this as an effective strategy to mold their employees towards the Green practices in their day-to-day working life. The offices are now turning towards the green building and green working stations. These practices are now used as generating awareness in the society and also focusing on the current emerging practices of the Green HRM. These practices work for both employees as well as for the organization. The societal cause was very neglected in past days but now people start thinking about the society and its betterment and also realizing the strength of the environmental sustainability. For maintaining a balance between the environment and human activities now organizations start using these kinds of practices like Green Human resource Management. Green technologies are starting to take place in the organization and include practices like solar panels, water harvesting projects, terrace garden, wall planting, airy atmosphere etc.

The human body is made up of five elements of the universe viz- air, earth, water, fire, and space. Humans are the most highly advanced species of the entire ecosystem therefore the study of the humans and the environment in which they operate is very essential so that we can establish a positive and healthy association among them. Due to the heavy global consumption and horrible increase in global population there is an alarming situation for an entire ecosystem as global warming has started, showing its adverse effect on climate and environment. In order to sustain the environment the global environmentalists and activists are trying hard to bring awareness and change in global industries and governing bodies who are responsible for policy and strategic development and can bring visible change. The world is going "Green" in every sector and functions of an organization, as humans are the most significant and valuable resource of an organization, without a proper functioning of the human resource department, a company would fail to achieve a high level of efficiency and a workforce management. To amalgamate "Green" into 'HRM", the

academicians have come up with the new term "Green HRM' to promote the sustainable growth of all the three bodies i.e. environment, organization, and employees.

Despite of progressive evolution of 'Green HRM' in the organizations of developed countries, still the organizations in developing countries are running behind in promoting and implementing Green HRM practices and its strategies which in result hampering the holistic growth of an organization. As India is the fastest growing developing country in the world and at present IT and ITES are one of the rapidly expanded sectors in India. The IT sector focuses on clean technology, green technology and healthy technology which helps in preserving the environment through energy efficiency and reduction of harmful waste. Regardless of these stated facts there is a stereotyped notion in the developing countries that IT Industry is functioning "Green" practices by paperless working but still a lot has to be done in terms of "Green HRM' strategic planning in order to focus on employees physical\mental health, efficiency, performance, satisfaction, and overall ecosystem.

Uttar Pradesh has emerged as the hub of the IT and ITs sector, including software and captive business process outsourcing. Noida is amongst the leading IT clusters in the country. During 2018-2019, software exports from the state reached $3 Bn through the Software Technology Parks of India. Uttar Pradesh has 25 Special Economic Zones for IT/ITeS and 40 IT/ITeS for boosting the overall ecosystem. The government has also reserved about 700 acres of land for Electronics Mega City near Noida International Airport. In spite of all the limelight given to the Noida city, the capital city of Uttar Pradesh which is Lucknow is one of the fastest growing IT city after Noida as it is becoming one of the favorable choice of the IT and ITeS industries because of the state government reformed policies and ease of operating businesses and fastest growing infrastructure. The Lucknow is one of the fastest growing Tier II cities of India and has contributed a GDP of $9 billion (3.85%) out of $234.96 billion GSDP of Uttar Pradesh. However, due to the rapid development of Lucknow, the city is now considered as a hub of largest IT companies.

Lucknow is all about its "Tehzeeb", a glorious word which glorifies the shining history of the city and the beautiful present as well. The sophisticated courtesy and etiquettes define it as a, "Golden City of East", "City of Gardens" and "Constantinople of India". Lucknow also known as city of nawabs is the capital of Uttar Pradesh a northern state of India. It is situated on the bank of river Gomti. This city is spread over 349km² area. It is the 11th most populous city of India. This city has always been a multicultural city and artistic hub of northern India. It is also well known as the city of nawabs containing power in 18th and 19th centuries. Lucknow has always been the center of government arrow space, financial, pharmaceutical, ecology, design, culture, music and tourism. Lucknow city also has a blend of older and modern back ground in terms of tourism.

OBJECTIVES OF THE STUDY
The main objective of the study is to study the awareness level of employees of IT Companies towards Green HRM strategies.

HYPOTHESIS OF THE STUDY
H1: There is no significant relationship between gender of employees' and awareness towards Green HRM Strategies vice-versa
H2: There is no significant relationship between working experience of employees' and awareness towards Green HRM Strategies vice-versa

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LITERATURE REVIEW

Ercantan Ozlem and Eyupoglu Serife (2022), had measured the perceived perception of university students who will be prospective employees towards GHRM practices and its influence on their future green behavior at their workplace. The data was collected from the 400 students of the university in North Cyprus and was then tested by CFA by using AMOS software. The results revealed that GHRM had its direct influence on future employees' perceived green practices and voluntary behavior. The study stated the significance of incorporating sustainable dimensions in the HRM department. The study uses psychological green climate perception as a mediating variable which has its indirect effect on perceived perception of prospective employees (students).

Hauret et. al. (2022), find that a high HRM exposure is insufficient to increase job happiness when considering employee HRM perspective. The study also shows that how employees react to workplace, personal, and professional traits is influenced by differences in employee HRM perception as opposed to exposure. According to the research, managers may help increase workers' perceptions of HRM, which in turn will increase their level of job satisfaction.

Chen et. al. (2021), stated that the behavior of the employees get mold and changed after perceiving the Green HRM in the organization. The analysis was conducted with 358 employees by structured questionnaire and the data was collected with the workers of Chinese firm that belongs to the oil and mining industry. The results of the study explains about the pro-achieve behavior of the employees and also defines that the behavior of the employee is more efficient and work friendly for the organization.

Paillé Pascal and Valéau Patrick (2021), examines how perceived organizational support for the environment may have indirect consequences of green training on employee environmental commitment. It also examines the side impact of having a sense of obligation to care for and support the organization. The aim of this study was to comprehend the development of employee environmental commitment. When green training is looked at as a factor in determining organizational support for the environment to foresee employee environmental commitment, special attention is given to examining the conditional effect of felt duty in keeping with the principles of social exchange.

Islam Md. et.al. (2020), examined on the relationship between the green human resource management (GHRM) and reducing turnover intention with the moderating role of work environment within the context of millennial employees working in the 5-, 4-, and 3- star hotels. The data was collected by structured questionnaire and was analyzed by using partial least squares structural modeling, which finds out that the green HRM practices such as green reward, green pay, and green involvement have their impact on turnover intention while other GHRM practices do not have their direct influence on millennial employees' turnover intention. This study does not find any moderating effect of work environment between the relationship of GHRM practices and reduction of turnover intention of millennial hotel employees of Malaysia.

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Fawehinmi Olawole et.al. (2020), had focused on the relationship between green human resource (GHRM) and the employee green behavior (EGB) with the mediating role of personal moral norms (PMN), within the context of higher education institutions (HIEs) in Malaysia. The authors find out that there is a positive significant relationship between GHRM and PMN, and between PMN and EGB, whereas GHRM has no direct effect on EGB but with the mediating factor PMN which authors believed that no other study prior to their had find out this factor as the mediating variable which puts its influence on EGB.

Cole, L. B., & Hamilton, E. M. (2020), studied, a single school building is examined three times: before, during, and after its relocation into a new TGB. An evaluation of middle school students' levels of environmental stewardship and green building knowledge (GBK) was conducted here and at a non-green school nearby (N = 264). (ERBs). According to regression research, although GBK for students at the Green School is not increasing with time, it is significantly higher for those in the Green School when compared to those in the Non-Green School. In order to investigate how environmental knowledge and behavioral outcomes changed over time when students moved between buildings, this study compared children from a nearby Non-Green School to those in one exemplar TGB.

Islam et. al. (2020), focuses on millennial hotel employees' intentions to leave their positions and investigates the impact of green human resource management (GHRM) strategies such as green recruiting and selection, green training, green performance management, green engagement, and green incentives (3-, 4- and 5-star). The study also looks at the role of the workplace environment in moderating the link between particular GHRM practises and the desire to quit.

Su, et. al.(2020), adds to the body of knowledge on environmental management by examining how environmental leadership affects business performance in China using leadership style as an antecedent variable. The study also emphasises the importance of environmental knowledge learning in mediating the relationship between environmental leadership and green innovation activities. The conclusions of this article may have important managerial and policy implications.

Castellini, V. (2019), reveals that the case of green recruiting in Toronto demonstrates how modern capitalism's impact extends beyond the workplace and into employees' personal life, in addition to the continuous exploitation of flexible, transitory, disposable, underpaid, or insecure employment. Because political ideas and practises are being drawn into and appreciated inside the employment relationship, the meaning of "good" labour must be further investigated in green economies and elsewhere.

Cabral, C., & Dhar, R. L. (2019), offers fresh perspectives on theory and practise pertaining to one of the organization's key GHRM requirements, namely, green competences. In line with the idea of the Natural-Resource-Based View, the study also develops an efficient model that incorporates the concept of green training and its direct influence on green skills. As a result, the study offers perceptions into the literature's current state-of-the-art in GHRM.

RESEARCH METHODOLOGY

The research study was descriptive in nature. The research design directs to complete the qualitative research work scientifically and economically. Survey includes primary and secondary research methods. The simple random sampling techniques as well as snowball non-probability sampling techniques were used in the study. The employees of IT Companies of Lucknow were considered as population of the study. After completing the data purification process, the researcher get 239 clean responses from the population which have been used for the data analysis. For statistical analysis chi-square test was used.

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DATA ANALYSIS

H1: There is no significant relationship between gender of employees' and awareness towards Green HRM Strategies vice-versa

In order to find out the relationship between gender of employees working in IT Companies of Lucknow and their awareness towards RRR (Reuse, Recycle and Repair) strategies the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graph chart.

Table 1 Cross tabulation of Gender and Awareness level for RRR

Gender	Awareness of RRR		Total
	YES	NO	
MALE	140	15	155
FEMALE	79	5	84
Total	219	20	239

Table 2 Chi −Square test of Relationship between Gender and Awareness level for RRR

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.57[a]	1	.110		
Continuity Correction[b]	2.04	1	.150		
Likelihood Ratio	2.74	1	.098		
Fisher's Exact Test				.118	.074
Linear-by-Linear Association	2.57	1	.109		
N of Valid Cases	239				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.57.
b. Computed only for a 2x2 table

It is observed that Pearson Chi- square Test Statistics of value 2.57 (0.106 > 0.05) indicates that the value of Chi-Square test is greater than 0.05. So, it indicates that the gender and awareness of employees towards RRR practices do not have significant relationship. Hence, the null hypothesis is not rejected.

In order to find out the relationship between gender of employees working in IT Companies of Lucknow and their awareness towards environmental sustainability the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graph chart.

Table 3 Cross tabulation of Gender and Awareness level for Environment Sustainability

Gender	Awareness of Environment Sustainability		Total
	YES	NO	
MALE	121	34	155
FEMALE	62	22	84
Total	183	56	239

Table 4 Chi –Square test of Relationship between Gender and Awareness level for Environment Sustainability

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.87[a]	1	.170		
Continuity Correction[b]	1.57	1	.210		
Likelihood Ratio	1.84	1	.170		
Fisher's Exact Test				.176	.106
Linear-by-Linear Association	1.86	1	.170		
N of Valid Cases	239				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 38.98.

b. Computed only for a 2x2 table

It is observed that Pearson Chi- square Test Statistics of value 1.87 (0.106 > 0.05) indicates that the value of Chi-Square test is greater than 0.05. So, it indicates that the gender and awareness of employees towards environmental sustainability do not have significant relationship. Hence, the null hypothesis is not rejected.

In order to find out the relationship between gender of employees working in IT Companies of Lucknow and their awareness towards development programs, the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graph chart.

Table 5 Cross tabulation of Relationship between Gender and Awareness level for Development Programs

Gender	Development Programs		Total
	YES	NO	
MALE	140	15	155
FEMALE	71	13	84
Total	211	28	239

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Table 6 Chi −Square test of Relationship between Gender and Awareness level for Development Programs

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.34[a]	1	.126		
Continuity Correction[b]	1.91	1	.167		
Likelihood Ratio	2.27	1	.131		
Fisher's Exact Test				.139	.085
Linear-by-Linear Association	2.34	1	.126		
N of Valid Cases	239				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.84.
b. Computed only for a 2x2 table

It is observed that Pearson Chi- square Test Statistics of value 2.34 (0.085 > 0.05) indicates that the value of Chi-Square test is greater than 0.05. So, it indicates that the gender and awareness of employees towards development programs do not have significant relationship. Hence, the null hypothesis is not rejected.

In order to evaluate the relationship between working experience and awareness level towards Green HRM Strategies, the following hypothesis had been formulated:

H2: There is no significant relationship between working experience of employees' andawareness towards Green HRM Strategies vice-versa

In order to find out the relationship between working experience of employees working in IT Companies of Lucknow and their awareness towards RRR strategies the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graph chart.

Table 7 Chi −Square test of Relationship between Work Experience and Awareness level for RRR

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.08[a]	3	.069
Likelihood Ratio	6.66	3	.084
Linear-by-Linear Association	.16	1	.689
N of Valid Cases	239		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.29.

It is observed that Pearson Chi- square Test Statistics (0.069 > 0.05) indicates that the value of Chi-Square test is greater than 0.05. So, it indicates that the working experience and awareness of employees towards the use of RRR do not have significant relationship. Hence, the null hypothesis is not rejected.

In order to find out the relationship between working experience of employees working in IT Companies of Lucknow and their awareness towards environmental sustainability strategies the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graphchart.

Table 8 Chi –Square test of Relationship between Work Experience and Awareness level for Environment Sustainability

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.61[a]	3	.003
Likelihood Ratio	19.67	3	.000
Linear-by-Linear Association	5.73	1	.017
N of Valid Cases	239		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.57.

It is observed that Pearson Chi- square Test Statistics (0.003 <0.05) indicates that the value of Chi-Square test is less than 0.05. So, it indicates that the working experience and awareness of employees towards the awareness of environment sustainability has a significant relationship. Hence, the null hypothesis is rejected.

In order to find out the relationship between working experience of employees working in IT Companies of Lucknow City and their awareness towards development strategies the questions were asked with the help of survey instrument and the measured data had been represented with the help of Cross tabulation, Chi-square test and bar graph chart.

Table 9 Chi –Square test of Relationship between Work Experience and Awareness level for Development Programs

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.61[a]	3	.055
Likelihood Ratio	9.61	3	.022
Linear-by-Linear Association	2.53	1	.111
N of Valid Cases	239		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.35.

It is observed that Pearson Chi- square Test Statistics (0.055>0.05) indicates that the value of Chi-Square test is greater than 0.05. So, it indicates that the working experience and awareness of employees towards the development programs do not have a significant relationship. Hence, the null hypothesis is not rejected.

CONCLUSIONS

This research work was conducted on IT employees of Lucknow city with reference to Green HRM Practices. These Practices involves the eco-friendly Human resource management techniques to enhance the working efficiency of employees along with the organizational development. The

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study suggests that Green HRM practices must be implemented in the organizations to enhance the efficiency of employees and overall growth and development of the organization along with the environment. On the basis of the data analysis and interpretation it is concluded that Green HRM practices plays a key role in increasing the employees working efficiency and awareness level.

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