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## **Role of Artificial Intelligence Towards Green HRM**

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### **Abstract**

G20 theme of India exemplifies the goal of LIFE , which is Lifestyle for Environment highlighting the importance of environment sustainability and responsible Life style choice sat the Individual and at the National Level towards creating a greener country, thus it becomes important for the Organizations to operate and align in accordance with the G20 theme of India running a sustainable business contributing towards allstakeholders – Customers, Employees, People, Government and society for an Inclusive growth. Human Resource Management being the Nervous system of any organization has undergone tremendous changes post COVID-19 enabling the Organisational ecosystem to align towards sustainability, digitalization and people centric analytics to create a culture of innovation that propels the organisation towards achieving its goal. The COVID'19 Pandemic has already enforced businesses operating domestically or globally to accelerate changes at every function of management irrespective of different sectors of business laying a strong basefor Digital & Sustainable development. Organisations were forced to move in to the digital space, changing their configuration pertaining to organizational systems and processes. In the light of the above this paper aims to discuss the Integration of technology in to Green

HRM(GHRM) practices with specific focus towards usage of Artificial Intelligence as a pathway to sustain ability aligning towards India's theme for G20 summit 2023.

**Keywords: Artificial Intelligence, Human Resource Management, Green HRM,**

## **I. INTRODUCTION**

Human Resource Management as one of the important functional areas in an organisation is accelerated with changing operations ever since pandemic. Digital work places, Sustainable practices, Enhanced need of employer- employee relationships have transformed Human resource department diverse and challenging to prepare human resources in a better way adhering to the changing policies of the organisation (i.e) ecological and sociological needs. **As the year 2023 is expected as the warmest year in the human history and scientists reveals that it is pressure on the world leaders to suppress green gas pollution. The synthesis report released on the upcoming UN Climate conference (COP28) in Dubai says, switching towards more environment friendly technologies to cut world emissions by 43% by 2040 as an immediate and urgent need (Times of India, November 2023). Thus, it becomes important for organisations in implementing actions and policies that are beneficial to the environment.** According to Stahl et al. (2020), HRM practices can be perceived as sustainable if they contribute to social wellbeing, environmental protection and long-term economic prosperity.

In the recent years, the digital revolution has outlined Artificial Intelligence as one of the important tools to change HR operations. The objectives of GHRM towards paper less work,

reducing carbon footprint and concern towards environment friendly HR practices are integrated with AI tools in the recent years, thereby integrating Green HRM and Artificial Intelligence. AI helps in streamlining human resource functions such as recruitment, selection, training, development, compensation, and performance management and fosters environment consciousness in these domains resulting in cost reductions, precise employee selection, and most importantly reduced time in key HR functions like recruitment, Training etc. with reduced paper work as a mark towards sustainability.

Artificial Intelligence plays a pivotal role in the digital transformation of business operations with cutting edge technologies, data storage and cloud computing and intelligent analytical software (Kshetri, 2021). In contrast, the practices are unsustainable if they have harmful social, environmental or economic effects.

**Green HR practices** with a specific focus on a paperless approach, reduction of the carbon footprint and waste management is been integrated with promisory AI tools in initiating environment ally friendly activities, involving individuals as a part of green initiatives and also initiating changes in existing processes. Green HRM can be seen as a **planned** and **continuous change** for an organization.

### **Objectives of the Study**

- To explore Green HR Practices as an Innovation towards sustainability
- To understand Role of Artificial Intelligence in Green HRM

### **Research Methodology**

The research paper is an attempt of exploratory research, based on the secondary data source from websites, magazines, articles and media report.

### **Review of Literature**

The GHRM literature draws from inter-disciplinary organizational studies in strategic management, performance management, organizational culture, employee engagement and personnel training and development. GHRM integrated with AI practices strategically create operational processes to support the sustainable performance of the firm. Using a review of GHRM literature, it is suggested the strategic role of GHRM practices such as selection and recruitment, training and development and reward and compensation in employees' engagement in environmental initiatives. It is the role of HR to train and empower employees in practicing environment sustainability by integrating environment practices to HR policies (Cohen, et al, 2012).

Towards Examining the Link Between Green HRM Practices and Employee Green in-Role Behavior examined the mediating role between green HRM practices and role behaviour of employees. (Li, W., Abdalla, A.A., Mohammad, T., Khassawneh, O., & Parveen, M. (2023). Green HRM practices in fluence green innovation (GI), green culture (GC), and green employee behavior (GEB). Further more, results also suggest that GI, GC, and GEB influence the organization's sustainable performance (SP). Impact of green HRM practices on sustainable performance :mediating role of green innovation, green culture, and green employees' behavior (Shahzad, M.A., Du, J., & Junaid, M. (2023)).

AI can be used in green HRM processes using the hybrid methodology of using the Gaussian SVM with genetic paradigm to support organisations reduce their overall environmental impact and trending the HRM model in market with satisfied eco-friendly environments. Saini, H.K., Bhardwaj, K., & Gupta, S. (2023). The study reveals that AI based Green HRM improves Employee performance, talent development, learning and development, and retention also reduces employee turnover.

(Yassin Alzyoud, A.A. (2022)).

“Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability” (Marhatta & Adhikari, 2013, p. 2).

GHRM is when business organizations implement HR policies, programs, processes, and techniques that bring environmental impact and sustainability practices on the organization (Dutta, 2012; Nijhawan, 2014; Arulrajah, Opatha, & Nawaratne, 2015).

Some of the Green HRM dimensions identified based on existing

literature is (i) Green Recruitment and Selection (ii) Green Training and Development (iii) Green Performance Management (iv) Green Rewards and Compensation (v) Green Employee Environment.

### **Role of AI in Green HRM practices**

Artificial Intelligence focusses on decreasing human effort and increasing productivity thereby saves time, human energy and also environmentally friendly HR practices paves way for Sustainability. Today Big data Analytics is used as an effective technology For Human Resource Planning and hiring. **Green Job Posting** is creating eco friendly specifications of job descriptions focusing on environment, **Smart Resume Sorting** by scanning candidates resumes matching green job descriptions and selects the same, **Chat bot Assistance** powered by AI which responds to candidate enquiries regarding green practices of company and smartly gathers information from candidates, **Digital On boarding** of new hires by AI enhances paperless work of providing digital materials of recruitment and introduces organisations policy towards sustainability.

### **Recruitment:**

Recruitment and talent acquisition are the first task performed by HR department for performing these tasks artificial intelligence has been implemented to improve it. From job posting to sending job offers, artificial intelligence has significantly reduced the time spent recruiting new employees by automating manual tasks

### **Employee on boarding**

Artificial intelligence can develop and automate the on boarding process- Verifying the documents presented by the employee, Conducting induction training, Handling the administrative part like providing the access to computer hardware and software, providing IDs

### **Green Training and Development**

Artificial intelligence in learning and development denotes the creation of more personalized training to suit each employee where each of them has an innated talent with them in nature. By tracking the unique learning methods of professional, artificial intelligence can help develop your work force by providing individualized recommendations for skill-based training

AI adds on for effective learning of employees through green certification courses, self-paced employee training programs aligned with sustainability goals of organization.

### **Green Performance Management**

AI data driven tools provides deep insights of employee performance and resolves the bias in performance evaluation. AI also facilitates feedback of Real time performance for continuous improvement. With AI applications companies track their employee's performance aligning with green initiatives and provide Green Reward and Compensation to those who comply with the green standards. An appropriate reward system in the form of non-financial rewards to employees such as designed public recognition in an Organisational meeting, vacations facilitate organizational and environmental performance by motivating employees' pro-environmental behaviour.

### **Employee Green engagement initiatives:**

The use of the artificial intelligence helps to improve the interactions of business and employee engagement activities such as conducting surveys, collecting feedbacks, offering rewards and recognition. Furthermore, artificial intelligence can use natural language processing and sentimental analysis to discover how motivated and engaged employees feel.

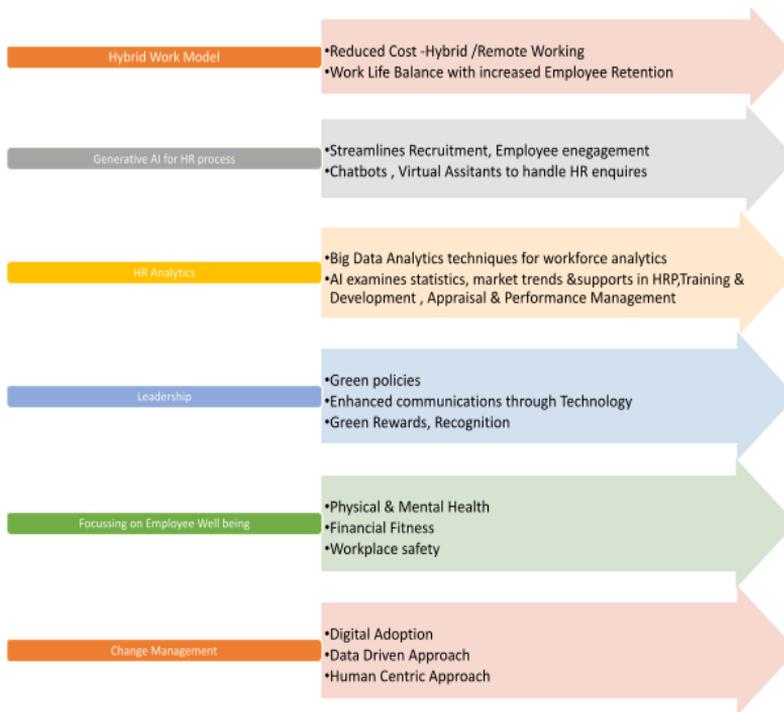
### **Role of artificial intelligence in improving employee retention**

**Green Lifestyle:** Green lifestyle is applying green behaviors in to one's daily practices. Green behaviors affect the consumption patterns of the people which become part of their lifestyle.

**Employee Green Behaviour:** Being environmentally conscious and engaging in green practices is a competitive advantage for organizations. Because employees are the agents that implement organizational green policies and practices, it is imperative for organizations to encourage and align employee behaviour to be in alignment with organizational green goals and objectives.

**HR chatbots and virtual assistants:** HR chatbots and virtual assistant are the software application that use artificial intelligence which can automate routine tasks, provide valuable insights and drive efficiency some of the HR chatbots and virtual assistants are olivia, eightfold, humanly, me be bot and people hum

## HRTRENDS 2024 path way to Green HR Practices Integrated with Technology



### Challenges and risk of AI in human resource management:

#### Future of artificial intelligence in HR:

HR departments are increasingly adopting artificial intelligence to benefit humans there is no doubt that artificial intelligence is having a huge impact on human resource as artificial intelligence function in HR practices are expected to evolve and expand in the future, as AI become more accessible, powerful, and integrated in to the HR functions. AI in future may be able to perform more complex HR tasks such hiring and firing employees but the future of human resource is not AI vs human but AI and human

### **Green HRM Challenges**

- Time consumption to reach and convince every employee
- Lack of awareness amidst employees towards GHRM
- Motivating employee towards green job description
- Cost involved in implementing Green Practices
- Lack of Infrastructure to implement and follow Green Practices

## **II. CONCLUSION**

Artificial intelligence helps to lessen the administrative burden on the HR professionals and also reduces the favoritism and gender biases. It helps to retain top talented people and recruit suitable candidate based on the data patterns although AI-induced human resource also needs human skills and values such as empathy, communication and collaboration to Ensure that AI is used effectively and responsibly hence using artificial intelligence in human resource practices is sustainable. In conclusion, Sustainable HR practices are crucial in promoting sustainability and mitigating environmental degradation. Here are some recommendations for organizations to successfully implements sustainable HR Practices-Green HRM practices:

- **Foster a culture of sustainability**
- **Develop and communicate clear policies**
- **Invest in training and development**
- **Measure and monitor progress**
- **Engage stakeholders**
- **Seek government support**

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