A Study on Effectiveness of Green Recruitment practices among HR Executives of IT sector

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Abstract: *Recruiting is the most important function of HR, which entails attracting the right person for the right job at the right time. Companies are increasingly using environment-friendly practices to maximize their recruitment leverage with is termed as Green Recruitment. The upturn in employment is driving demand for technology tools to help in the recruiting process. Organizations must not forget that if they do their present business with past technology, will lose their future presence in business. This study seeks to find the effectiveness of green recruitment among the HR executives of IT sector. Data was collected from 100 executives. Respondents indicated on a 5-point likert-type scale the extent to which the effectiveness was understood. Statistical tools were applied to quantify the data and results are discussed in this paper. Majority of the HR executives feel the comfort of green recruitment and feel it as an effective method of sourcing the right candidate.*
Keywords: *Green Recruitment, Companies, Effectiveness, Sourcing.*

I.   Introduction

"Choose a job you love and you will never have to work a day in your life" *– CONFUCIUS*

As this line clearly tells Job is one which gives a human kind trust and confidence to carry forward the rest of his/her life in a smooth and happier way. Career and Ambition are the two important organs of a human growth. Career gets stabilized when we land up in a proper job. The HR in an Organization has to understand that they are the most important role players in helping people to identify their lovable job which gets automatically converted into commitment, involvement, and many more through which dual benefits could be reaped. Discussion in this paper would be about environment based HR practices which would be healthier and rewarding for the organizations to implement. Green HR practices are those which have been brought into long back to the Industry but still the success rate is not as much as it was expected. This research was undertaken to find the effectiveness of one element in HR practices in green environment, i.e, effectiveness of green recruitment. This research was conducted among the HR executives of various sectors but majority in the survey were from IT Sector.

II.   Green Recruitment

Although our countries unemployment rate continues to rise, it's vital for today's leading companies to proactively market and continuously connect with potential candidates regardless of hiring plans. Offering a cutting edge, cost effective tool that facilitates better hires, the concept of green recruitment is growing in popularity. We can reduce recruiting costs by automating the process and also make a green difference starting at the online career site. If the process is automated without paper, candidates know you have taken the proper steps to enable green recruiting. In addition to the reputational benefits, it is possible to calculate direct cost savings. E-Recruiting reduces energy use and pollution associated with manufacturing, transporting, and recycling paper products. Process automation also saves energy in mailing, storage, handling, filing, and reporting tasks. Direct cost savings come from reducing paperwork related to resumes, advertising, and on-boarding. Green HR Practices has emerged from Organizations which focuses on protecting the environment and maintaining ecological balance. Green HR practices can become an active partner for the organization to achieve various socio-economic objectives of the organization. HR managers in the recruiting world, set short term corporate objectives to reduce the environmental impact by energy usage reduction policies to reduce reliance on paper copy and continuously seek ways to set and implement best practices in the work place which reinforce our commitment to a greener environment. This gave emergence to green recruitment process means a paper-free recruitment process with a minimal environmental impact. It must be realized that HR alone cannot contribute to improved business results by incorporating Green HR processes. Organisations have to invest in the green agenda of the business as a whole. Some of the areas where a company can build its green business can include decreased use of printed material, increased recycling, prohibiting the use of bottled water and plastic cups in the workplace. Human resources are among the most valuable assets which is the source of

competitive advantage. The overall process of attracting, selecting and appointing the right person for the right job is recruitment. This is the process which incurs high cost and brings challenges to many organizations. As said by **Maslow's Need Hierarchy Theory** Safety needs also refers to the need for a secure working environment free from any threats or harms. The rationale is that employees working in an environment free of harm do their jobs without fear of harm. Every human requires a job to ensure safety and this for an organization is cost and achievement. Recruiting a right candidate at a lesser cost is an art. Online Recruitment is the use of technology or the web based tools to assist the recruitment processes

In June, 2007 Dr John Sullivan wrote, "*While candidates of all generations have begun evaluating potential employers based on their "greenness" few in recruiting have leveraged this hot topic in recruitment communication and activities*".

III. Green Recruitment Practices, Benefits & Challenges

Following are the green recruitment practices :
➢ Job Portals for Companies
➢ Resume Scanners
➢ Use of Telephonic Interview
➢ Online & Video Interviews
➢ Software as a Service (SaaS) e-Recruiting software

The challenges faced or factors affecting green recruitment practices.
• More unqualified candidates
• Additional work for HR Staff members
• Employees not seeking serious employment

The Benefits of Green Recruitment
• Reduce Agency Costs
• Improves Employer Branding
• Reduce Paper and Processing Costs
• Improved Candidate Experience
• Better Ethics
• Greener Approach
• Improved Interviewee and Interviewer Performance

IV. Research Methodology

The study is proposed by Descriptive research. It depicts the participants in an accurate way. The researcher has no control over the variables. Researcher can only report what has happened or what is happening.

Objectives:
➢ To identify the effectiveness of green recruitment practices among the HR executives.
➢ To understand the concept of green recruitment thoroughly and to give out some suggestions to improve the level of awareness towards green recruitment.

Sampling technique: The technique used for this study is Convenience sampling.

Sample size: The study was considered out by descriptive research and Convenience Sampling techniques with 100 samples have been taken for the study.

Data collection:
i) **Primary Data:** The Questionnaire which was framed for this study was discussed with various areas that bring out the effectiveness of green recruitment practices among various HR Executives.
ii) **Secondary Data:** Secondary data for the study was obtained through Journals, reports, publication of professional and research organizations

Reliability: A sample of data was collected from 20 respondents and tested for reliability and validity using Cronbach's Alpha Test.

Reliability Statistics

Cronbach's Alpha	N of Items
.747	22

V. Analysis And Interpretation

Percentage Analysis

Table no: 1 Suggestion to improve the level of awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Awareness campaign	28	28.0	28.0	28.0
	Implementing eco friendly environment in workplace	32	32.0	32.0	60.0
	upcoming companies should build environmental jobs	26	26.0	26.0	86.0
	Creating awareness through job portals	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

The above table reveals that 28% of the respondents recommend awareness campaign, 32% says to implement eco friendly environment in workplace, 26% recommend companies to build environmental jobs, 14% suggested creating awareness through job portals.

Chi-Square test for the responses of the executives

H0: There is no significant difference between age group and media they prefer

H1: There is significant difference between age group and media they prefer

Table No: 2 Cross Tabulation

Count		Media mostly preferred to get information regarding the recruitment					
		Social media	Job portals	Ads in Newspapers/ pamphlets	Employee referral	Consultancies	Total
Age group	Below 25	4	8	6	2	2	22
	26-36	3	13	8	3	2	29
	37-47	4	8	4	3	1	20
	48-58	2	7	7	2	0	18
	Above 59	0	4	3	4	0	11
Total		13	40	28	14	5	100

Table No: 2.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.458(a)	16	.780
Likelihood Ratio	12.868	16	.682
Linear-by-Linear Association	.454	1	.500
N of Valid Cases		100	

Since the calculated value (0.780) is greater than the table value (0.05) at 5% significant level as degrees of freedom, we reject the null hypothesis. There is no significant association between age and media they prefer.

PAIRED – T TEST

H0: There is no significant difference between years of service & accept green recruitment a suitable way of recruiting

H1: There is significant difference between years of service & accept green recruitment a suitable way of recruiting.

Table No: 3 Paired Samples Correlations

		N	Correlation	Sig
Pair 1	Tenure in Service & Suitable way of recruiting	100	.037	.713

Table No: 3.1 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
Pair 1	Tenure in Service - Suitable way of recruiting	.280	1.478	.148	-.013	.573	1.895	99	.061

Since the calculated value 1.895 is greater than the table value .713 at 5% significant level as degrees of freedom. So, we reject the null hypothesis. Hence, there is significant difference between years of service & accept green recruitment a suitable way of recruiting.

Few observed findings of the study

➢ According to PERCENTAGE ANALYSIS it is inferred that 32% of the respondents suggested implementing eco friendly environment in workplace to improve the level of awareness among the public.

➢ According to the CHI-SQUARE TEST, it is proven those age group 26 – 37 are highly making use of job portals & it is also clear 40% of public only sourcing through job portals to know the job vacancies.

➢ According to PAIRED T-TEST, it is proven those having service from 6 – 10 yrs says that implementing green recruitment in work place will be neutral in nature.

The finding may vary when large numbers of respondents are brought into the research. However in a lighter sense success of green recruitment is not felt 100%. There are also few limitations in this study only one sector is covered and data was collected through online and offline, so variation in responses may also be reflected in the tools applied. However, there are still much more areas to be explored which when done will help the organizations to taste the fruit of success of going green.

"Not the spear but the scepter straight

That brings success to monarch's might" --**Thirukural**, **Verse 546**

As said by Thiruvalluvar in his verse 546 success comes not by spear. Organizations can put down their negative approach towards this green recruitment to crown themselves.

VI. Conclusion

Creating a congruent, authentic employment brand will help any organizations to attract and retain its employees. An investment in employees pays long term dividends. Sustainability is a broad concept that is becoming the mainstream in the business world. More than adopting or switching over to green recruitment practices sustaining becomes a real challenge. The HR executives have to take up the sole responsibility to make the organizations understand the benefits of green practices and win their confidence. Losses may occur but it will not long last. Many organizations are realizing that people are the ultimate renewable resource. How many ever advantages we have there are also disadvantages when testing and employing Men in organization. Verse 514 of Thirukural says men also depend on working conditions to stay as performers and nonperformers.

"Though tested fully under simulated conditions, many men function differently under working conditions" - **Thirukural - Verse 514**

Thus Green practices could be successful only if the Human resources hired as employees understand the importance of their contribution to the success of the organization and the economy as a whole. Adopting green practices in just Recruitment alone is not sufficient, it can be done for the various processes of the Organization through which we can reduce the harmful impact we create in the ecology.

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