

GREEN RECRUITMENT: A NEW TOOL OF COST CUTTING (CONCEPTUAL STUDY)

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ABSTRACT

"The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently." (Brian Tracy)

This study explains what the green recruitment is all about "Green Recruitment means a paper-free recruitment process with a minimal environmental impact". Applications are invited through online mediums like e-mail, online application forms or the Global Talent Pool. If possible, telephone or video-based interviews are conducted to minimize any travel-related environmental impact.

Keywords: Green Recruitment; Internet; Methods

INTRODUCTION

Present study focuses on Green Recruitment as a strategic initiative by the corporate to promote sustainable business practices. This conceptual paper's aim is to investigate the impact of human resource management factors like green recruitment, green training and development and green learning on the performance of the firm. The main goal of this study is to make an analysis of the existing literature of human resource management by focusing on three above stated determinants of firm performance. The existing literature in the field revealed a positive influence of recruitment, training and development, and learning on the performance of the firm. This study explores the awareness of green recruitment among the general public and to give out some suggestions to improve the level of awareness and to understand the concept of green recruitment thoroughly. Creative recruiting strategies in tandem with the latest technology provide the opportunity to reduce recruiting costs while powering exceptional business results. The younger generation is becoming more and more concerned about the environment and its protection, as they have been taught this way since childhood. Though the concept is not that popular, it is slowly catching up with organizations going "green in recruitment". Yes, green recruitment is going to be the talk of tomorrow.

Green Recruitment is active in the field of professional recruitment, with a view to meeting the growing needs for experts in the areas of renewable energy, climate change and sustainable development. Services range from contract recruitment to executive search. Whether one is looking for the brightest emerging talent or the most established industry leaders, Green Recruitment is long-term partner in environmental recruitment for recruiters.

Induction for new recruits is seen to be needed to ensure they understand and approach their corporate environmental culture in a serious way. Therefore, sustainable development issues must be integrated into the recruitment process. This involves monitoring the long-term competency requirements for the company, providing new employees with information about sustainable development policies and commitments, using recruitment procedures which support the equitable representation of applicants and recruits in terms of gender, age, racial and ethnic groups, sexual orientation, disabled people and other relevant groups.

What is Green Recruiting?

Green recruitment is a type of recruitment which is

eco-friendly. Green Recruitment means a paper-free recruitment process with a minimal environmental impact. Applications are invited through online mediums like e-mail, online application forms or the Global Talent Pool. If possible, telephone or video-based interviews are conducted to minimize any travel-related environmental impact. Job descriptions can be used in order to specify a number of environmental aspects. These include environmental reporting roles and health and safety tasks, which staffs are exposed to harmful substances / potential emissions, and match the staff attributes according to the environmental competencies.

Why Green Recruiting?

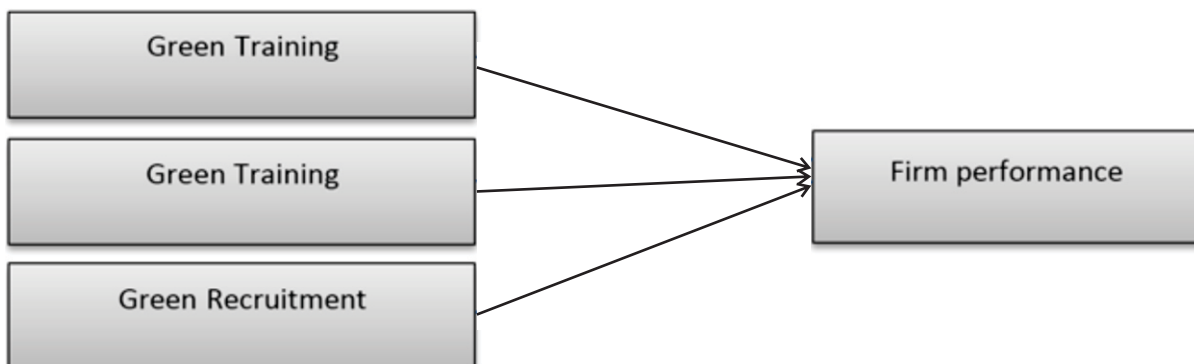
In good times, trimming operational costs is an ongoing goal. In tough times, it is a necessity. In both good times and bad, however, recruiting occurs. Growth increases headcount in good times, and opportunistic or replacement hiring occurs in slow business cycles. By employing creative recruiting strategies in tandem with the latest

technology developments, you can reduce recruiting costs while driving exceptional business results.

- The recruiting leverage of a company can be improved only when company is environment friendly.
- During the interview process, it is essential to bring up environmental issues. Use 100 percent recycled paper; take family-style food catering as it produces less wastages, pitchers of water and large bottles of sodas instead of individual bottles and cans on the tables during interviews.
- All these efforts help the company to get the type of people they need in maintaining their green mantra.

Conceptual framework

In general, environment concerned companies have their own environmental strategy, policy framework. In materializing the established environmental policies, companies need environmentally oriented workforce.



HR managers in the recruiting world, the short-term corporate objective is to reduce our 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. So, this concept gave emergence to green recruitment process means a paper-free recruitment process with a minimal environmental impact. Applications are invited through online mediums like e-mail, online application forms and social media are now becoming a more common in the corporate world. Green recruitment is active in the field of professional recruitment, with a view to meeting the growing needs for experts in the areas of renewable energy, climate change and

sustainable development. Green recruitment is the use of HRM policies to promote the sustainable use of resources within business organizations and more generally, promotes the cause of environmental sustainability.

Green Recruiting: Reduce Paper and Processing Costs

You can reduce recruiting costs by automating the process—and making it green. A paperless process informs candidates that you're dedicated to green recruiting. It also leads to direct cost savings. E-recruiting reduces energy use and pollution associated with manufacturing, transporting, and recycling paper products. And process automation saves energy in mailing, storage, handling, filing, and reporting tasks. Direct cost

savings come from reduced paperwork related to résumés, advertising, and on boarding. In addition, software-as-a-service (SaaS) e-recruiting software is inherently greener than purchased software running on local servers because it creates redundant computing environments with smaller carbon footprints. Improving the recruiting process through sourcing, assessments, and green recruiting not only saves costs. It also positions the company to improve the talent base during the recession while retaining the ability to grow appropriately in recovery. The present scenario of organizational working and its impact on the environment has carry forwarded the go green concept from just individual to organizations. More organizations are operating in more environment friendly way. An organization's Human Resource Department can be involved in facilitating an inclusive approach for creating a culture of sustainability.

Total recruiting process expenses are the sum of external costs plus internal labour costs. Most Organizations can reduce recruiting expenses with direct cost savings. While additional savings on indirect costs can be realized from process improvement and efficiency gains, there are direct cost savings and benefits readily available in three broad areas: sourcing, assessments, and green recruiting.

The Significance of the Study

Now-a-days, people from all the regions are very much concerned about environment. That is the reason that even the profile of a fresh job aspirant ready to enter the job market is changing. Apart from being young, enthusiastic, eager to grab opportunities, confident, friendly, they have a high sense of awareness of the most serious and current issues, political, social and environmental. They are aware and concerned about the most pressing and common issue environmental. Therefore, in the race to attract the most talented, innovative employees, some companies like GE are painting themselves in green—a rich environmental green to boost their recruiting leverage. In addition, recruiters need to make the firm's environmental stance a critical element of their sales pitch to potential applicants and candidates. Hence the need and the time has come to implement what is called a

“green” strategy now!

Green Recruiting and Selection Process

Green recruiting and selection process has a number of steeples to cross such as:

- Deciding what positions are to be filled through thorough personnel planning and forecasting. And if the company's vision and mission is greenness all over the community, then their strategy would be green recruiting- recruiting those who have interest in maintaining green all over.
- Search for a pool of candidates for these jobs from internal and external sources. From internal sources, we can know employees who are environment friendly by their actions while at work and from external sources through aspirant's applications. This pool of candidates helps the company to plan green
- Scrutinizing candidate's complete application forms and conduct initial screening interviews. This helps the companies to know exactly what the candidate think about environment.
- Usage of selection tools like tests, background investigations, and physical exams consisting of few environmental questions should be asked to identify suitable candidates
- who are interested in environmental issues. Their physical examination shows about their eating habits, exercises etc.
- Deciding the suitable candidates is essential through consultations with the panel/ supervisors who conducted interviews and keeping in view the green in the mind. This is of utmost important as the angle of thinking to join a company among different demographics is changing a lot.

OBJECTIVE OF RESEARCH

To study the concept of green recruitment thoroughly and to give out some suggestions to improve the level of awareness.

1. To highlight the benefits and drawbacks of Green-Recruitment.
2. To list out the methods and trends in Green-Recruitment.
3. To outline the criteria for effective Green-Recruitment.

REVIEW OF LITERATURE

Green recruitment involves addressing the company carbon footprint by cutting down on usage of papers, reducing unwanted travel. Green recruitment is about the holistic application of the concept of sustainability to organization and its workforce. It has been found out in various researches that HR department in many companies are increasingly greening their processes to gain competitive advantage over others (Aravamudhan, 2012).

One half of HR professionals indicated that their organizations have a formal or informal environmental responsibility policy. Top three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and donating / discounting used furniture supplies (Justin Victor, 2008).

In general, environment concerned companies have their own environmental policy framework. In materializing the established environmental policies, companies need environmentally oriented workforce. In creating environmental oriented workforce, companies have two options: First is focusing on green recruitment. Second is providing required environmental protection related awareness, education, training and development to the existing workforce. The first option is more proactive and cost effective than the second option. Hence, searching best green recruitment practices is important to organizations. In the recruitment context, what some companies are doing is that they integrate corporate environmental policy and strategies with the recruitment policy of the company. (Anton Arulrajah, 2015)

In this green world the green recruitment or people management function has sustainability at its core as part of its people management and talent management focus and organizations engage with the society by aligning their agendas with it (Anthony, 1993).

There has been a sharp increase in number of companies that are joining the green recruiting. The reasons why companies are becoming a green

jamboree include the following:

- Future generation is increasingly demanding it.
- Candidates deeply care about green recruiting.
- Global candidates are deeply fascinated about it. (K. Kiruthigaa, 2014)

CONCLUSION

Green recruitment is an emerging trend which is more effective and costs nothing. Corporate companies have started linking their mission, objectives, strategies, and tactics to the function of green recruitment and it has been proven in this research. Green recruitment process works with companies throughout the process to define the talents, skills, knowledge and abilities of top performers and manage the process from start to finish and also it applies in our day today life to ensure the importance of it in the upcoming future.

- Reducing ongoing energy costs and costs for other non-renewable resources.
- Enhancing the sustainability of the company,

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