

GREEN HUMAN RESOURCE MANAGEMENT: AN EXPLORATORY STUDY

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Abstract

This exploratory study seeks to make a contribution to our conceptual and empirical understanding into the nature of Green Human Resource Management (HRM) in multinational companies in Malaysia, an under-researched area in the field. The approach of this investigation recognizes that 'Green HRM' term is new. Towards the end of the interview, the informants realized that HR practices are actually being classified as Green HRM. Data were collected through semi-structured interviews with head of HR in four multinational companies. In summary, most of the investigated companies place a very high importance on Green HRM reflecting on five concepts – Corporate Social Responsibility (CSR), Electronic HRM (E-HRM), Work-life Balance (WLB), Green Policies and Extra Care Program.

Index Terms— explorative study, Green HRM concept, multinational companies, Malaysia.

Acknowledgment

Authors would like to thank sponsors of this paper, which funded by an Exploratory Research Grant Scheme (203/PPAMC/6730125) from the Ministry of Education, Malaysia and Universiti Sains Malaysia.