



Principles and Fundamentals of Management & Information Technology (Volume-2)

EDITORS

Dr. Surinder Kaur
Dr. Suman Nayyar

National Press Associates

Editors

Dr. Surinder Kaur

Principal, Khalsa College for Women, Amritsar, Punjab (India)

Dr. Suman Nayyar

*Head, Dept. of Commerce and Management, Khalsa College for Women, Amritsar, Punjab
(India)*

© 2023. All Rights Reserved. Selection & Editorial Matter, Editors & Authors.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means of electronic or mechanical including photocopy, recording or any information stored in a retrieval system, without the prior written permission of the publisher.

ISBN: 978-93-90863-64-8

Price: 800.00 INR

The responsibility for the facts or opinions expressed in the book is entirely of the authors. Neither the publisher nor the editors are responsible for the same.

Published By:

National Press Associates

Head Office: C-24, Ground Floor, Panchsheel Vihar, Mayapuri Nagar, Near Delhi-110017, India

Regional Office: 79, GAD Nagar, Flower Enclave, Durgam, Laidlawna, Punjab-141013, India

Branch Office: G-1013, Prakriti Society, Baner-Balewadi Road, Balewadi Pune, 411045 Maharashtra, India

Email: npublishing@gmail.com | www.npublishing.in

CONTENTS

| | |
|--|----|
| 1. ROLE OF SOCIAL MEDIA IN FASHION BUSINESS <i>Ambica Khurana</i> | 1 |
| 2. RECOGNISING LEARNING STYLES: A PERSPECTIVE FOR INSTRUCTIONAL MODIFICATION IN HIGHER EDUCATION <i>Binnie Sharma</i> | 4 |
| 3. DIGITALIZATION OF THE FINANCIAL AND BANKING SECTOR <i>Kamalpreet Kaur Sandhu & Suman Nayyar</i> | 10 |
| 4. FARMERS' AVAILABILITY AND UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY TOOLS FOR GETTING FARM INFORMATION <i>Biplab Gogoi, Pabitra Kumar Das & Dipankar Saikia</i> | 13 |
| 5. A STUDY OF CONSUMER PERCEPTION TOWARDS DIGITAL PAYMENTS- A REVIEW BASED PAPER <i>Dilpreet kaur</i> | 21 |
| 6. ARTIFICIAL INTELLIGENCE: APPLICATIONS OF MACHINE LEARNING – REVIEW BASED PAPER <i>Divya Gupta</i> | 26 |
| 7. SKILL DEVELOPMENT PROGRAMMES FOR INDIAN YOUTH <i>Hardeep Kaur & Rajwinder Saini</i> | 32 |
| 8. REIMAGINING THE ROLE OF TECHNOLOGY IN EDUCATION <i>Harpreet Kaur</i> | 37 |
| 9. SUSTAINABLE GREEN HUMAN RESOURCE MANAGEMENT PRACTICES <i>Vani Arora</i> | 45 |
| 10. A CRITICAL EVALUATION OF WEB COOKIES <i>Mandeep</i> | 51 |
| 11. CYBER PROTECTION- A BRIEF OVERVIEW <i>Deepika Bagga</i> | 55 |
| 12. DIGITAL MARKETING <i>Durlove Kaur</i> | 60 |
| 13. PRINCIPLES OF MANAGEMENT AND THEIR APPLICABILITY IN BUSINESS WORLD <i>Surbhi Sethi</i> | 63 |
| 14. PLAGIARISM: A TEMPTING SNAKE <i>Namrata & Ritu Dhawan</i> | 68 |
| 15. CONCEPT AND QUALITIES OF GOOD SOFTWARE <i>Pithe Arjun Dhondiram</i> | 72 |

SUSTAINABLE GREEN HUMAN RESOURCE MANAGEMENT PRACTICES

Vani Arora

PG Department of Economics, Hindu College, Amritsar

ABSTRACT

The current global landscape is plagued by rising social and income disparities as well as environmental crises, making sustainable development an urgent necessity for businesses. In this context, Human Resources (HR) play a pivotal role in any enterprise. Adopting sustainable practices to manage Green HR is imperative for achieving organizational sustainability. This is because Human Resource Management (HRM) can significantly impact a company's relationship with both its internal and external environments, particularly with society and the ecosystem. Green HR focuses on developing, implementing, and maintaining activities that foster employee support and commitment towards sustainable goals. It involves the establishment and implementation of policies and practices that directly influence employee behavior, guiding personnel to engage in pro-environmental actions at work that are necessary for the long-term survival of the business. These sustainable practices can improve employee attitudes and behaviors within the organization, resulting in a competitive advantage for the business.

Keywords: human resources, management, strategy, green human resources management, competitive advantage, sustainability.

INTRODUCTION

For many years, business management has focused on achieving short-term economic goals. However, due to the industrial revolution and population crisis, it has become impossible to sustain this short-term growth system. Instead, there is a need to perform business activities that respect the environment and society. Human resources are an extremely important unit of any organization, and personnel can significantly change their working environment by engaging in certain behaviors, such as applying environmental initiatives into their working routine.

Recently, there has been an increasing awareness within business communities of the significance of going green and adopting various environment management techniques. As the world is globally transforming, businesses are experiencing a shift from traditional financial structures to a modern economy that is ready to traverse green economic facets of business. Green HR focuses on the development, implementation, and maintenance of all activities aimed at making staff members supportive and committed to sustainable goals. Sustainability is something that every forward-thinking company should consider for individual, economic, social, and environmental (internal and external) benefits in the long run.

The role of sustainable HRM is to encompass HR processes of staffing, performance management and appraisal, training and development, and employment relations aligned with the organization's sustainability goals. However, Green HRM is the use of human resource management policies to promote the use of resources within business organizations and, more generally, promotes the cause of environmental sustainability. Green HR essentially consists of two major elements: environment-friendly HR practices and the preservation of knowledge capital.

In the words of Mathapati, "GHRM is directly responsible for creating a green workforce that understands, appreciates, and practices green initiative and maintains its green objectives." Developing a green culture affects employee behavior and introduces certain values that build an internal and external culture. It encourages alternative ways to cut the cost of companies without losing their talent and important resources, improves