IMPACT OF GREEN APPRAISAL MANAGEMENT ON EMPLOYEE GREEN BEHAVIOUR WITH REFERENCE TO IT COMPANIES IN COIMBATORE

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ABSTRACT

A performance management approach called "green appraisal management" integrates environmental sustainability objectives and standards into the employee assessment process. An essential aspect of green HRM is managing employees in a way that promotes environmental sustainability. Green behaviour among employees is defined as the efforts taken to reduce environmental effects and promote ecological sustainability. Some examples include recycling, turning off lights and computers when not in use, taking the bus or carpooling to work, and other environmentally friendly staff behaviour. This study aims to determine the relationship between employee green behaviour and green appraisal management and identify the factor strongly associated with employee green behaviour. Descriptive research is the adopted method for this research. Primary data were collected with questionnaires from IT employees in Coimbatore city, Secondary data were collected through journals, magazines and websites.

The sample size for this study is 100. The data collected was evaluated using the SPSS package. The tools applied were frequency analysis and regression analysis.

KEYWORDS: Green Appraisal Management, Employee Green Behavior, Green HRM, Employee Engagement, Employee Performance Management.

INTRODUCTION:

Green appraisal management is a performance appraisal method that evaluates workers' environmental performance. Employers may use it to tell employees how essential environmental stewardship is and to recognize them for their eco-friendly actions. There are several ways that green appraisal management might influence employee green behaviour favourably. it can increase workers' knowledge of how their employment affects the environment and motivate them to consider ways to lessen that effect. Additionally, it can assist staff members in pinpointing areas for improvement in their green behaviour by giving them feedback on their actions. it can drive workers to adopt more environmentally friendly habits by connecting their green behaviour to performance reviews and awards.

A growing number of organisations are implementing green appraisal management systems. This is caused by several things, such as the increasing importance of sustainability for organizations, the growing public awareness of environmental issues, and the pressure from regulators and investors.

Employee green behaviour is any action that helps the environment, including cutting back on energy use, water usage, recycling, and using eco-friendly products. Green behaviour can be personal (such as taking the bus to work) or organizational (such as creating a green purchasing strategy).

Employee green behaviour can benefit from green appraisal management in several ways. Employees may receive feedback on their environmental performance and enhance their green abilities through green appraisal management.

REVIEW OF LITERATURE :

- Ones, Dilchert, & LeBreton (2012): The article provides a thorough evaluation of the literature on green workplace behaviour. The authors define EGB, go over its causes and effects, and analyze the methodological strategies applied in earlier studies.

- Katz, Wang, & Ilies (2018): This paper shows a meta-analysis evaluating the connection between EGB and pro-environmental beliefs. Even after adjusting for additional variables like demographics and organisational policies, the authors found that pro-environmental sentiments substantially predict EGB

- Boiral and Paille (2012) Green appraisal management is a technique for evaluating employee performance that incorporates environmental issues. This indicates that the evaluation process takes into account how employee conduct and attitude affect the surrounding community.

- Lu(2018)- a performance review procedure that evaluates employees' environmental performance, including resource consumption, waste reduction efforts, and involvement in environmental activities.

- Shrivastava(2021) – a system for evaluating performance that encourages workers to do more environmentally friendly actions at work.

- Mei(2023) – In order to encourage workers to make more environmentally friendly decisions at work, green appraisal management is a performance appraisal procedure that incorporates environmental concerns into the evaluation of employee performance.

OBJECTIVES –

- To understand and analyze the concept of green appraisal management.
- To examine the relationship between green appraisal management and employee green behaviour.
- To identify the factors that are most strongly associated with employee green behaviour.

RESEARCH METHODOLOGY :

This is a descriptive study. Simple random sampling was used to select 68 IT employees in Coimbatore city.

DATA COLLECTION AND ANALYSIS :

Primary and secondary sources provide a framework for the data collection for this research. The primary data refers to information that is gathered through a field survey for the first time. The data classified as secondary were previously gathered by another party and subjected to statistical analysis.

SOURCES OF DATA :

- **PRIMARY DATA** :

   Primary and secondary data provide a framework for the data gathering for this research. The primary data has been obtained from employees of various IT companies in Coimbatore, through structured questionnaires.

- **SECONDARY DATA** :

   The secondary data has been obtained from published as well as unpublished literature on the topics and from books, journals, websites, magazines, etc. The data regarding the company profile industry profile are collected from official records and the internet

   SAMPLE SIZE – 100

DATA ANALYSIS AND INTERPRETATION :

FREQUENCY ANALYSIS :

AWARENESS OF GA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	57	85.1	85.1	85.1
	NO	10	14.9	14.9	100.0
	Total	67	100.0	100.0	

INFERENCE - In the above table, 57 respondents said **YES** and 10 respondents **NO** for awareness of green appraisal.

UNDERSTANDING OF GAC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	63	94.0	94.0	94.0
	NO	4	6.0	6.0	100.0
	Total	67	100.0	100.0	

INFERENCE - In the above table, 63 respondents said **YES** and 4 respondents **NO** for understanding green appraisal criteria.

FACTOR INFLUENCING GEB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PERSONAL VALUES	4	6.0	6.0	6.0
	ORGANISATION ENCOURAGEMENT	32	47.8	47.8	53.7
	COLLEAGUE INFLUENCE	1	1.5	1.5	55.2
	ENVIRONMENT AWARENESS	16	23.9	23.9	79.1
	INCENTIVES FOR GREEN BEHAVIOR	14	20.9	20.9	100.0
	Total	67	100.0	100.0	

INFERENCE - In the above table, 32 respondents said **organization encouragement** is the main factor which influences, 16 respondents said **environmental awareness**, 14 respondents said **incentives for green behaviour**, 4 respondents said **personal values** and 1 respondent said **colleague influence**.

REGRESSION ANALYSIS:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.171	1	356.171	282.697	.000[b]
	Residual	81.894	65	1.260		
	Total	438.065	66			

a. Dependent Variable: DEPENDENT

b. Predictors: (Constant), INDEPENDENT

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.478	.258		1.851	.009
	INDEPENDENT	1.006	.060	.902	16.814	.000

a. Dependent Variable: DEPENDENT

INFERENCE - In the above table, there is a significant impact or influence on **GREEN APPRAISAL MANAGEMENT WITH EMPLOYEE GREEN BEHAVIOR** because its significant level is less than 0.05 - .009.

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

FINDING FROM FREQUENCY ANALYSIS :

- 57 respondents said **YES** and 10 respondents **NO** for awareness of green appraisal.
- 63 respondents said **YES** and 4 respondents **NO** for understanding green appraisal criteria.
- 32 respondents said **organization encouragement** is the main factor which influences, 16 respondents said **environmental awareness**, 14 respondents said **incentives for green behaviour**, 4 respondents said **personal values** and 1 respondent said **colleague influence** is the main factor which influences.

FINDINGS FROM REGRESSION ANALYSIS :

- This study shows there is a significant impact or influence on **GREEN APPRAISAL MANAGEMENT WITH EMPLOYEE GREEN BEHAVIOR** because its significant level is less than 0.05 – (009).

SUGGESTIONS:

The study's conclusions resulted in the following suggestions being given to organisations:

- Establish a green evaluation system that encourages employees to practice environmentally friendly behaviour.
- Make an effort to promote a culture that recognizes and promotes eco-friendly conduct.
- Employees should get training on green practices.
- Give employees credit for their green actions.
- Integrate green performance into decisions about compensation and promotion.

Implementing these suggestions will enable organisations to minimize their influence on the environment and help in the development of a future that is more sustainable.

CONCLUSION:

In this study, employee green behaviour is significantly impacted by green appraisal management. This implies a higher probability of environmentally friendly workplace conduct among employees in organisations that use green evaluation systems. The study further indicates that employer encouragement is the primary factor influencing employees to adopt environmentally friendly behaviour. This means organizations should concentrate on developing a culture that encourages and honours environmentally friendly conduct. Environmental awareness, incentives for sustainable behaviour, individual values, and peer pressure are other variables that impact eco-friendly behaviour. Organisations may encourage workers to engage in green behaviour and reduce their environmental effects by setting green evaluation processes into action.

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