

Green Human Resource Management History: A Bibliometrics Reflection

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Abstract

This research aims to provide a bibliometric analysis of the development of green human resource management. GHRM is a newly discovered phenomenon. The development of organizational sustainability and performance effectiveness is a focus of GHRM activities. The body of knowledge on the subject is consequently rising as scientists become more interested in developing GHRM methods and techniques that can be used in a variety of businesses. In order to track the quantity and nature of the available research on the subject, a quantitative analysis is done. According to the results, 4, 24,000 results were returned while searching for green human resource management in Bangladesh. 16,100 results have been shown from the year 2019, followed by 15,900 results in 2022 and 10,500 results in 2023. 25 journals were identified to be the most useful for tracking the history of GHRM in Bangladesh out of the many different resources. Research gaps are caused by the glaring dearth of publications on the subject published in international journals. As a result, the amount of material on the subject that may be used realistically to organizational growth in developing economies is rapidly growing.

Keywords: Green human resource management, HRM, Bangladesh, Sustainability, Organisation, Growth

Introduction

The term "green human resource management" (GHRM) is a recent development in management studies. Human resource management with an eye on environmental sustainability is what's known as "global HRM." In light of the threat posed by climate change and other environmental calamities, Anwar et al. (2020) claim that firms all over the globe are increasing their emphasis on sustainability. The system, procedures, and policies that characterize GHRM are those that encourage sustainable and green behavior among an organization's staff. A sustainable, socially responsible, and resource-efficient green environment is the end goal. The GHRM's ecological practices are a cutting-edge idea that rewards businesses, their stakeholders, and the planet all at once.

When GHRM was in line with a triple bottom line perspective, its significance began to change. According to Khan et al. (2021), the new framework for attaining global sustainability accounts for management of three key dimensions: financial, environmental, and social. These three elements, which place a focus on sustainability, are utilized as the basis for this framework's assessment of organizational performance. The growing acceptance of the green strategy is being seen as a model idea, changing the established organizational operations for human resource management paradigm. As a result, highlighting the critical

role HRM plays in advancing a green perspective and helping to build sustainable practices is a significant subject for academic study. According to Moktadir et al. (2020), certain businesses, including the tannery sector in underdeveloped nations like Bangladesh, are having problems since the adoption of GHRM standards has a significant negative influence on the supply chain. The adoption of GHRM in emerging nations like India, Bangladesh, Thailand, and so on demonstrates various viewpoints and effects. The paper's primary goal is to undertake a bibliometric analysis of Bangladesh's history of green human resource management.

Literature review

Sustainable environmental management is effectively achieved via the use of green human resource management (GHRM). Anwar et al. (2020) point out that the Ability-Motivation-Opportunity (AMO) theory may be used to examine the impact of GHRM, which involves enhancing green motivation, developing green competence, and involving employees. It could also be connected to organizational citizenship behavior for bettering long-term success. Consistent outcomes may be achieved by encouraging environmentally friendly attitudes and behaviors among the personnel. Environmental policymakers and experts claim that resource shortage is a result of the environment's decline. Therefore, a lack of responsibility for implementing environmentally sustainable policy and inactive participation can seriously harm an organization's capacity, supply chain, and resource management skills.

The effects of implementing green human resource management practices are observable across diverse industries. Mousa and Othman (2020) assert that the Palestinian Healthcare organization has implemented a green approach to human resource management that optimizes performance sustainability and efficiency. Additionally, the organization utilizes employee compensation as a motivational tool. The integration of environmentally sustainable practices and strategies can be applied across various industries, rendering it a favourable approach for yielding favourable outcomes, notwithstanding the unpredictability of the external surroundings.

Malik et al. (2020) posited that the alignment of strategic management policies with environmental sustainability elements can confer a significant competitive advantage to organizations. The increasing emphasis on sustainability training indicates that incorporating environmentally conscious recruitment, selection, and rewards processes, as well as effectively managing human, relational, and structural capital, can have a positive impact on organizations. According to a comprehensive analysis of Green Human Resource Management (GHRM), it can be asserted that the adoption of environmentally sustainable practices in HRM signifies a growing opportunity to implement targeted strategies that can significantly improve workforce productivity.

Organizations worldwide are increasingly recognizing the significance of sustainability, particularly in light of the potential for resource scarcity, environmental calamity, and the risk of forfeiting competitive advantages. Pham et al. (2020) have noted that the concept of Green Human Resource Management (GHRM) is a contemporary area of inquiry that has significant implications for an organization's strategic management process, as it fosters the development of a circular economy. The adoption of sustainable practices and policies holds significant importance within the domain of Human Resource Management (HRM) owing to its long-term benefits. Yong and colleagues (2020) have posited that the implementation of environmentally conscious training programs for employees can have a favorable impact on the overall sustainability of an organization. In the context of the Malaysian economy, specific factors pertaining to developing nations are significant in ensuring the continuity of organizational sustainability. The

implementation of a green approach necessitates an organizational structure that is capable of accommodating it, including the integration of green employee assessment and reward policies to ensure employee participation. The practitioners of Green Human Resource Management (GHRM) prioritize the fundamental variables of HRM and integrate them with sustainable and environmentally conscious strategies to achieve a smooth and effective transition.

Organizations are commonly perceived as complex interconnected systems comprised of various components. The significance of Green Human Resource Management (GHRM) becomes apparent in the context of organizational segments undergoing a transition towards adopting environmentally sustainable practices. Singh et al. (2020) posited that the utilization of green transformational leadership in the context of Green Human Resource Management (GHRM) can yield advantages for both environmental practices and green innovations. The implementation of green principles among employees can be facilitated through effective leadership, thereby fostering a workforce that is capable of engaging in innovative and diverse practices aimed at promoting environmental sustainability. The significance of this can be further extrapolated to the enduring financial advantages for corporations. The statement highlights the potential for both current and future profitability and competitive advantages. The significance of Green Human Resource Management (GHRM) needs to be delineated within the wider context of organizational management, enabling strategic modifications that augment the capacity of personnel and incentivize them to espouse eco-friendly principles.

Methodology

The study's methodology has been meticulously designed to facilitate a proficient bibliometric analysis of the evolution of green human resource management in Bangladesh.

The process of selecting a database is a pivotal aspect in the creation of a coherent and methodical bibliometric analysis. The process of selecting data is intended to ensure that the secondary resources utilized in the study are consistent with the study's overarching objectives. The paper prioritized data sources that were deemed authentic, relevant, and reliable. A multitude of online databases, including but not limited to WOS, ProQuest, Google Scholar, and Scopus, are currently accessible. The aforementioned databases offer a diverse array of valuable resources. The present investigation involved the gathering of data through the utilization of Google Scholar. The justification for opting for this particular database was to incorporate a more diverse range of bibliographic resources for the purpose of the investigation. The determination of the search's scope is contingent upon the study's prerequisites, specifically pertaining to green human resource management. The inquiry was instigated with the specific aim of concentrating exclusively on scholarly investigations or materials pertaining to the subject of Global Human Resource Management (GHRM). The search process was limited to the selected topic in order to focus attention on it and exclude other related topics. Consequently, research pertaining to strategic management, innovation management, change management, leadership management, and sustainable management were omitted. Furthermore, studies that utilized the term "green" as a frequently reiterated term were eliminated, while studies that made explicit references to green human resource management were incorporated. Exclusion criteria were applied to studies that lacked data from Bangladesh. The present study endeavors to investigate the historical trajectory of GHRM in Bangladesh, without imposing any specific constraints on the publication timeline. The establishment of search criteria was undertaken to facilitate a targeted bibliometric analysis. Six distinct configurations of green human resource management were implemented to establish the search criteria. The search was conducted using a set of primary keywords or connotations,

namely: green human resource management, green human resource management in Bangladesh, GHRM, green human resource management practice, green human resource, and green HRM. Following an initial search, a total of 156 documents were retrieved. After a meticulous screening of the abstracts, 25 resources were ultimately chosen for inclusion in the study.

The data that was gathered was subjected to analysis using Microsoft Excel. A comprehensive discussion is presented based on a systematic review of all the resources that were selected for the study. The utilization of a quantitative methodology for both data collection and analysis facilitated the precise delineation of the study. The present study undertakes an analysis of the principal themes and factors identified in each research work to ensure that the research is centered on the significant aspects of GHRM in Bangladesh, which is considered an emerging economy.

1. Findings

1.1. Research on green human resource management

Several research studies have been conducted on the topic of Global Human Resource Management (GHRM). However, the identification of studies pertaining to Global Human Resource Management (GHRM) in Bangladesh has been of utmost importance. Since 2019, there have been a total of 28,000 studies conducted on the topic of green human resource management. A total of 17,300 results were obtained from the year 2022, while 15,600 results were obtained from the year 2023. The data suggests a steady upward trend in the volume of research pertaining to green human resource management. The resources pertaining to the history of GHRM in Bangladesh are multifaceted. A sample analysis revealed that 25 journals were particularly informative in this regard. Additional evaluation is necessary to comprehend the extensive course of research endeavours pertaining to this subject matter. The increasing significance of a particular subject is reflected by the consistency of research endeavours.

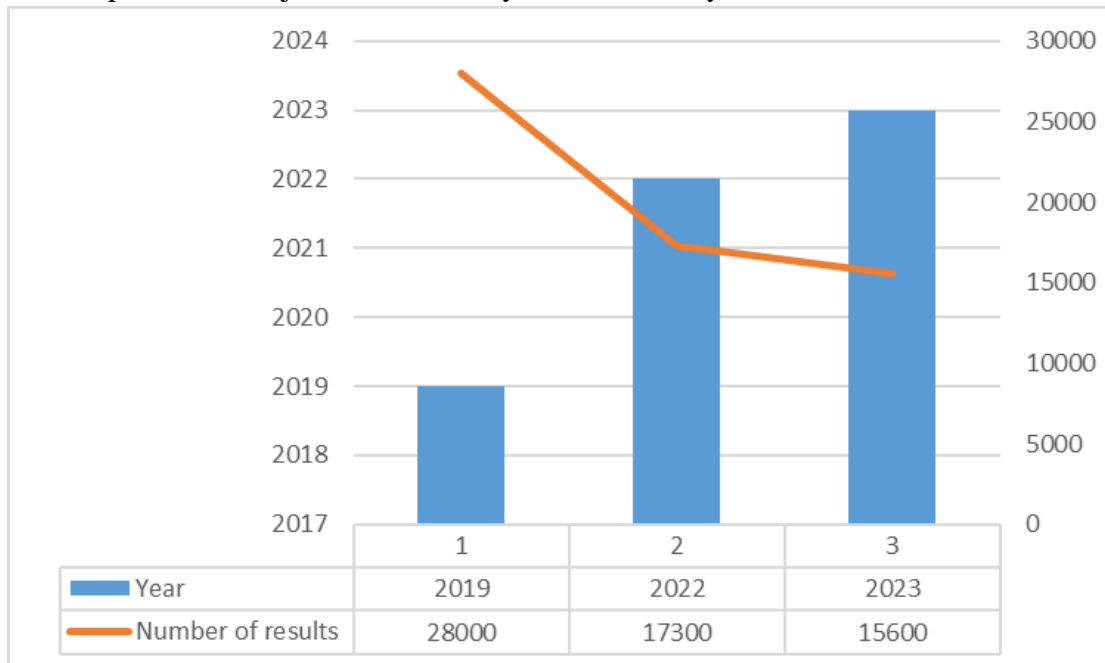


Figure 1: Search results for “green human resource management”

(Source: MS Excel)

Upon examination of the 25 resources chosen for the study, spanning the years 2014 to 2022, it was discovered that the majority of the resources were published in 2020, with seven articles sourced from

academic journals. In contrast, only one resource was selected from the year 2017. This suggests that the scholarly community has become increasingly preoccupied with the subject matter. The bibliometric analysis of GHRM in Bangladesh encountered difficulties in accessing a sufficient number of resources due to the country's status as an emerging economy, where the implementation of green approaches can be crucial.'

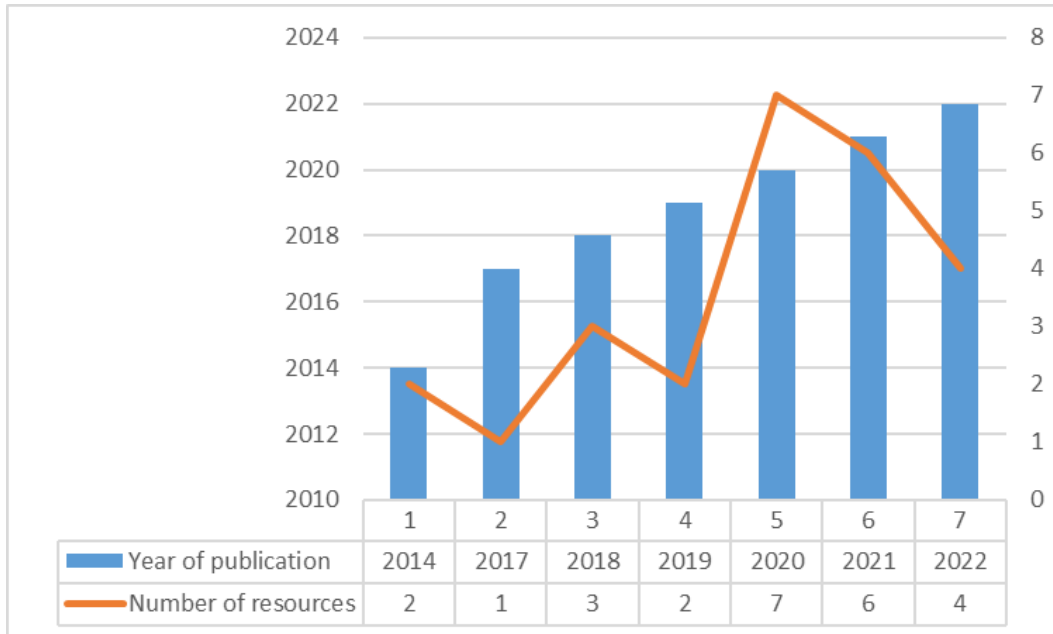


Figure 2: Number of publications over various years

(Source: MS Excel)

Twenty-one of the chosen journals made explicit mentions of Bangladesh in relation to green human resource management, whereas four made implicit mentions of emerging economies. These resources were analysed further to disclose the dominant themes of research that have inspired researchers. Over the years, green human resource management has grown in popularity. Existing HRM practices have undergone a revolution in developing economies such as Bangladesh.

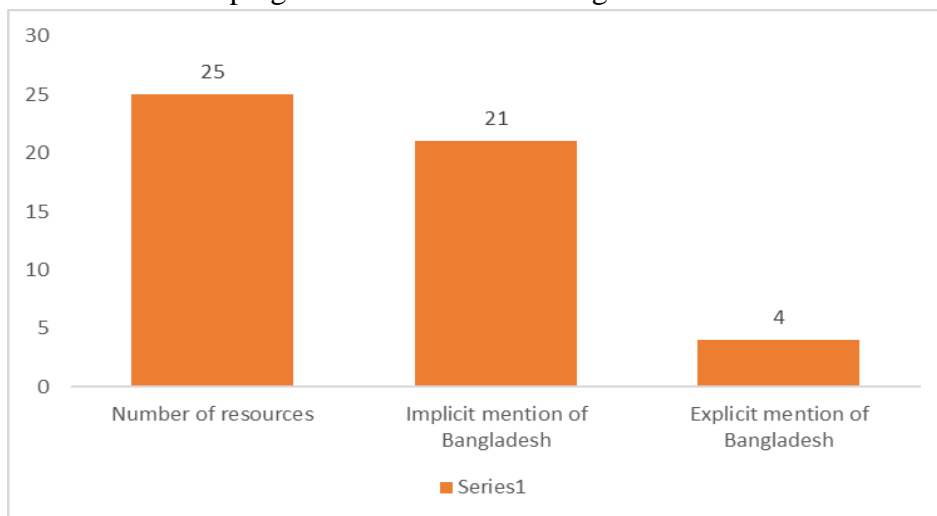


Figure 3: Number of publications based on explicit mentions of GHRM in Bangladesh

(Source: MS Excel)

1.2. Impact of the selected journals based on citation

The number of citations to the selected journal articles can be used to assess their significance. The greater the number of citations for a study, the greater its prevalence. Journals with a greater number of peer-reviewed articles are more reliable and credible. There were 268 citations for the Jabbour et al. (2019) article. The article investigates the possibility of achieving a circular economy by utilizing green human resource management strategies. Following it, Malik et al.'s (2020) article had 125 citations. The author investigates the various routes to sustainability and the role of green intelligence and green human resource management in attaining organizational development.

Islam et al.'s (2020) article with 75 citations presents a systematic review of green human resource management practices in Bangladesh over the past 50 years. These reflect the impact of these reaches by indicating that these journal articles are widely read and utilized. In essence, the findings of these studies are advantageous for the development of diverse GHRM concepts in Bangladesh. Consequently, the evaluation of citations revealed a pluralistic position of these journals as a result of the impact of journals.

1.3. Significant themes in the selected journals

The use of green human resource management in different Bangladeshi industries is one of the articles' main subjects. The GHRM strategies are implemented to increase organizational sustainability and the capability and quality of human resource management. In 2019, Aktar and Islam conducted research on resource-based theory-aligned green HRM practices in Bangladesh's RMG industry. Employee engagement rates may be considerably raised with green HRM strategies. According to the non-managerial employees' replies obtained for the survey, most workers report feeling more involved in green training and development programs. Similar to this, Hossen et al. (2018) examined how green HRM practices were implemented in Bangladesh's banking industry, finding that organizations might utilize a variety of strategies to achieve sustainable GHRM. These tactics include the implementation of green conduct norms, the management of green competence, the development of green behavior and attitude, and others. On the other hand, the researcher also identifies challenges that Bangladesh faces, including the need for a large initial capital investment, a lack of technology, inadequate government assistance, and a lack of environmental consciousness.

These themes, which emphasize the advantages of GHRM, are prevalent in the majority of the publications evaluated in this work. According to Ullah et al.'s (2020) analysis, Bangladesh's incentive for GHRM adoption comes from effective impact on workers via reward and promotion strategies. This guarantees that workers are fairly rewarded for their labor, and thus the likelihood of exploitation is diminished. Bangladesh is a developing country with a labor-intensive economy that was previously forced to use labor and recruiting practices that were not sustainable in terms of cost control. Since production cost reduction is frequently imposed over the existing workforce, implementing the GHRM guidelines can be difficult in emerging economies. According to Aziz et al. (2020), achieving fully green human resource management requires an emphasis on knowledge development in Bangladesh's garment sector. Lack of exposure and lack of knowledge are evident in the managers of Bangladeshi garment businesses, who continue to be unaware of the value of people as a resource for organizational development. Thus, the importance of raising awareness is emphasized in order to support industrial growth.

Similar to Kamrunnahar et al. (2022), they stress the significance of fostering a green consciousness in Bangladesh in order to develop creative and long-lasting HRM strategies. Various corporations in Bangladesh have recently implemented necessary GHRM practices to improve performance effectiveness. An organizational climate that promotes variety, creativity, and justice is made possible by the green

approach. During the hiring process, they draw in potential employees, allowing businesses to choose the best candidates. To support the growth of GHRM practices, organizations in Bangladesh must further recognize the tremendous mutual advantages it contains.

Researchers examine the fundamental principles of GHRM to understand its application possibilities and benefits. By examining the usage of technology for management tasks in Bangladesh, Islam and Azad (2018) build on the methods of GHRM. The implementation of technology in the industrial, service, and NGO sectors may provide a more seamless transition by allowing organizational managers to expand their human resource pools. In the Bangladeshi banking industry, Jannat et al. (2021) investigate the long-term effects of GHRM utilizing e-advertising and e-recruitment techniques. The banking industry is a rapidly evolving technical area with considerable possibilities for GHRM. As a result, performance growth and efficiency are key topics in the papers on GHRM in Bangladesh.

1.4. Contribution of the selected researches

The contribution of the chosen works to the field of management, and specifically to green human resource management, is substantial, as each demonstrates the potential for organizational development and improved employee performance through the application of GHRM practices. Ullah et al. (2020), Aziz et al. (2020), and Kamrunnahar et al. (2022) have made substantial contributions to the study of environmental or green consciousness development among organizations and employees in order to disclose the future potential of GHRM. Focusing on the growth of a green awareness is inextricably linked to the development of attitudes and behaviors that inspire workers to use innovation and participate in sustainable practices.

These studies add to the expanding field of circular economy that GHRM is able to access. The significance of GHRM frameworks for creating a circular economy is examined by Jabbour et al. in 2019. The researcher emphasizes the relevance of both human resource management and change management in illuminating the development process. A survey of GHRM in Bangladesh by Islam et al. (2022) reveals that no Bangladeshi HRM-related papers have been published in any A* listed journals according to the Australian Business Deans Council (ABDC) rating standards. It also showed that self-reported surveys are used by the majority of Bangladesh-based and HRM-related publications. Most of the information used in these primary data studies was gleaned from managers, directors, and supervisors. Furthermore, no longitudinal studies on this subject have been carried out in the previous 50 years. These publications add to the body of knowledge and fill in research gaps that organizational managers may use to develop effective GHRM strategies for various industries in Bangladesh and other developing nations.

2. Discussion

The current bibliometric research on GHRM in Bangladesh reviews the body of knowledge on the subject and shows that there have been more journals published recently. This is a result of sustainability improvement programs becoming more popular among businesses as a means of reducing the risks posed by resource shortages, climate change, and environmental crises. To assure participation in the circular economy and improve overall performance efficiency, the majority of organizations throughout the globe are embracing green ways for various organizational processes. The study of the chosen articles developed a common theme of highlighting the potential benefits of GHRM adoption. The papers discuss how improving the present HRM framework requires increasing environmental knowledge and green consciousness, particularly in the context of Bangladesh as a rising economy. The GHRM strategies are

implemented to increase organizational sustainability and the capability and quality of human resource management.

It also exposed difficulties and problems, such as the need for a large initial financial outlay, a lack of technology, inefficient government assistance, and a dearth of environmental consciousness. Finding GHRM-related research in Bangladesh was very important. The variety of the sources used to conduct the analysis for the research points to an increase of publications on the subject in 2020. The total bibliometric analysis emphasizes the need for modernizing the technical infrastructure, which is crucial to the development of GHRM. In Bangladesh's banking industry, e-advertising and e-recruitment techniques are suggested as having the ability to move sectors toward comprehensive change management. The improvement of motivation, creativity, diversity, and justice are all essential components of GHRM. However, there haven't been many papers on the subject published in international journals, which leaves gaps in the research. As a result, it can be said that the body of research on Bangladesh's history of green human resource management is progressively growing, with an emphasis being placed on organizational development, sustainability, and performance improvement.

3. Conclusion

According to the data above, there are a sizable number of research publications on GHRM that are accessible in Bangladesh. Finding papers especially on GHRM in Bangladesh, however, has been crucial. Green human resource management in Bangladesh returned a total of 4, 24,000 results. 16,100 results were shown in 2019, 15,900 results were displayed in 2022, and 10,500 results were displayed in 2023. 25 journals were identified to be the most useful for tracking the history of GHRM in Bangladesh out of the many different resources. Research gaps are caused by the glaring dearth of publications on the subject published in international journals. The articles discuss the need to raise environmental consciousness and awareness in order to enhance the present HRM framework. As a result, there is a progressive increase in enhancing the body of material already available on the subject, indicating a rising awareness of the business obligation to introduce sustainability and use it for organizational growth.

Bibliometric analyses of online research publications are done in the study. Offline publications on the subject could, however, be able to add to the body of knowledge already available. Additionally, a number of databases were not analyzed because of accessibility issues, which is one of the study's main limitations. The study's weaknesses are exacerbated further by the choice of Bangladesh, a country with low resources. Nevertheless, despite these drawbacks, the paper offers a thorough and critical bibliometric reflection. Future research to broaden the current scope of the bibliometric reflection can therefore address the limitations of the study.

The research's prospective applications are quite broad. Future research on GHRM in additional nations with emerging economies is possible. The expansion of research on green human resource management may be tracked by include conference papers, journal articles, review papers, and case studies. Future research on change management, which is crucial to the sustainability agenda, may broaden the study's focus.

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