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The role of green human resources management in realizing sustainable urban development (case study: Kermanshah city)

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Abstract

The aim of this study was to investigate the role of green human resource management in realizing sustainable urban development in Kermanshah. This study is practical in terms of objective and descriptive-analytical method. The statistical population of this study includes all citizens of Kermanshah (N=946651). The sample size (N=384) was selected using stratified random sampling method. Research tools consisted of two questionnaires: Green human resource management and sustainable urban development (social, economic, environmental). Validity of the questionnaire was confirmed using formal and structural validity and its reliability was confirmed using Cronbach's alpha for the whole questionnaire by 0/81. Data were analyzed using regression test in SPSS software. . Overall, green human resource management had effect on urban sustainable development in Kermanshah. At a significant level of 0.001 green human resource management has significant positive impact on economic development, at a significant level of 0.000 green human resource management, and at a significant level of 0.003 green human resource management had a significant positive impact on environmental development.

Keywords: Green human resource management, in sustainable urban development, economic development, social development, environmental development.

Introduction

Considering human resource management field to achieve environmental objectives has caused to enter environmental concept in human resource management structure and realize the growing need for integrating environmental management and human resource management. The result of this integration is the creation of green human resource management in organizations, which in order to achieve organizational goals, has also put environmental protection at the top of its activities and functions (Ganji Nia and Pour Soltanian, 2020). With respect to increasing pollution and environmental degradation, a number of studies have recently been conducted on the relationship between human resource management and green performance in organizations (Jan Ali Zadeh Qazvini et al., 2021:163). Managerial theories and systems are always seeking ways to improve the organizational behavioral effectiveness. One of the new ways is to become green (Nobahar, 2021: 1). The success of organization for sustainability depends on environmental behavior of employees. One of the major challenges of organizations is how to integrate environmental policy into human resource activities (Farrokhi et al., 2020:137). In the present situation, achieving a secure way to provide, consume and live more comfortably is the main human problem and in green behavior of employees is expressed progressive and a proper way of improving the environmental performance of products, services and organizational frameworks and is a sensitivity to environmental conservation in developing the organizational performance and behavior (Azarkamand, Shams, 2019: 14). In this regard, improvement and providing green behaviors of employees is considered as an essential part for improving environmental performance. While the activities have the ability to make enough effort in providing employees with green behavior, besides achieving performance, they can also try to achieve comprehensive development. (Kazemi Asl et al., 2019: 1). Green human resource management and green behavior of employees that are related environmental issues have been widely considered in order to improve performance of organizations, especially urban management. Iran, which is developing its industrial stages, has faced different problems in recent centuries with different industrial pollution. Rapid development and industrial development have put the environment of Iran in danger zone. In addition, using disproportionate and out-of-date technologies and disproportionate management in industry leads to unbiased use of primary resources. Increasing the pollution of the surrounding environment from different materials in the cities and industrial towns has caused the attention of scientific and practical sources to compensate for or regenerate these cases in a reasonable way. This is also considered in the field of various services (Zanjirchi et al.; 45:2013).

Green human resource management has been a major source of green management and in recent years has been responsible to a lot of human resource management researchers that can affect green behavior of companies and employees. On the other hand, some researches indicated the role of good effects of green human resource management methods and green behavior of employees and environmental actions on improving company services. This, along with some other variables and indicators such as environmental belief and organizational green identity, can have better effects. Green human resource management (HRM) has the ability to fundamentally improve the green

behavior of employees by reducing the loss of materials. Based on the relationship between environmental belief improvement and improvement of green human resource management, green behavior of employees has the ability to reduce costs, improve opinions and attitudes of environmentally friendly governmental and non-governmental companies for its products and services and develop competitive advantage. Increasing green of human resource management and appropriate environmental measures and reduction of casualties and environmental pollution will result in appropriate utilization of natural resources, performance development, reduction of operating costs, better market share and potential of entering new markets (Naseri, Taheri;160:2008).

Previous research has established control of employees by contracting or monitoring which in turn can help suppliers to achieve superior green behavior through executive methods such as Human Resources Management (HRM) and others (Wallenberg et al; 43:2014). There is also growing interest in green movement among researchers. However, research on the most important organizational capital, green human resources, is very limited (Rajab Pour and Afkhami Ardakani, 2020:317).

Because of the role of many cities in environmental pollution and also the crucial role of city management in reducing these pollutants, it is necessary that human resources are managed properly and directed towards green. Taking advantage of green human resource management in reducing pollution and impacts in urban system is important that in this research the main issue is that do green resources management have any impact on urban sustainable development in Kermanshah?

Literature review

Study	Subject	Result
Seyyed Javadine et al (2016)	Green Human Resource Management - an Investment and Sustainable Development Approach	The results showed that human capital is the key factor in sustainable development that has the potential to economic development.
Nasrollahi (2018)	The Role of Urban Management in Sustainable Urban Development with Emphasis on Municipalities Status	The results show that achieving sustainable urban development requires employing different tools and tastes and forces formation within the city system.
Mohammadi et al (2020)	A Study of Design of Green Human Resource Management Model with Organizational Sustainable Development Approach	The results showed that between green human resource management and its components: green human resource management perspective, job analysis and green design, green human resource planning, green recruitment and employment, community and green community education and development of green abilities, green resource engagement and cooperation, green human resources protection, green resource compensation, green performance assessment, green performance assessment, empowerment, green motivation, green power and authority, talent management, talent management, support and commitment of senior executives, team work relationship, green work relations, green development, green administrative process, communication and green cooperation with sustainable organization development. Finally, the results of the study are provided for the proposed model.
Shaikh (2014)	The title of Green Human Resource Management is a necessity in the 21st century with the aim of expanding and disseminating awareness among people about green human resources management to green movement and ideology	The effect of industrialization on the environment, in order to green, refers to some of the significant characteristics of green building.

Methodology

This study is practical in terms of objective and descriptive-analytical method. The statistical population of this study includes all citizens of Kermanshah (N=946651). The sample size (N=384) was selected using stratified random sampling method. Research tools consisted of two questionnaires: Green human resource management and sustainable urban development (social, economic, environmental). Validity of the questionnaire was confirmed using formal and structural validity and its reliability was confirmed using Cronbach's alpha for the whole questionnaire by 0/81. Data were analyzed using regression test in SPSS software.

Findings

In this section, the standard deviation and mean response of each variable were measured and measured.

Table 1 - Averages and Deviations from Research Variables

<i>Factors</i>	<i>Average</i>	<i>Standard Deviation</i>
<i>Green human resource management</i>	3.11	0.654
<i>economic</i>	3.94	0.511
<i>Social</i>	3.89	0.541
<i>Environment</i>	3.08	0.671

According to the above table, economic variable has the highest average and environment variable has the lowest average.

To study the assumption that the variables are normal, the sample Kolmogorov-Smirnov test is used to investigate the variables in a single manner. Results show that the assumption of normality for all variables cannot be ruled out ($P > 0.05$). The results are given in Table 2.

Table 2 - Kolmogorov-Smirnov test results for normality review

<i>Variable</i>	<i>Sample Size</i>	<i>Test Statistic</i>	<i>Significance Level</i>	<i>Normal - Abnormal</i>	<i>Result</i>
<i>Green human resource management</i>	384	0.365	0.415	Normal	Confirmed
<i>economic</i>	384	0.458	0.398	Normal	Confirmed
<i>Social</i>	384	0.385	0.415	Normal	Confirmed
<i>Environment</i>	384	0.375	0.289	Normal	Confirmed

According to Table 2, all variables are assumed to be normal.

In order to investigate the relationships between variables, since it points to the effect of one variable on another variable, the best test is using regression.

Table 3 – The Results of Regression Analysis of the Impact of Rural Economic Development from Green Human Resources Management

<i>Error</i>	<i>Moderated</i>	<i>Determination Coefficient</i>	<i>Correlation Coefficient</i>	<i>Model</i>
1.05253	0.187	0.189	0.435a	1

<i>Source</i>	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Average of Squares</i>	<i>F</i>	<i>Significance Level</i>
<i>Regression</i>	94.011	1	94.011	84.862	0.001b
<i>Remaining</i>	402.137	382	1.053		
<i>Total</i>	496.148	383			

Dependent variable: Economic development

Independent variable: Green human resource management

Based on table number (3) of fitting indices of the model was developed. With respect to the significant level of statistical test (it is less than 0.05), we found that the regression model is fitting. In order to determine the effect of green human resource management as a predictive variable and economic development as a criteria variable, the regression equation was analyzed. The model was statistically significant ($P < 0.05$, $F = 84.862$). Therefore, the relationship is approved and the green human resource management affects economic development and the obtained beta is 0.43, which shows that with a unit of change in the independent variable 0.43 changes are created in the dependent variable.

Table 4 - The Results of Regression Analysis of Green Human Resource Management on Social Development

<i>Error</i>	<i>Moderated</i>	<i>Determination Coefficient</i>	<i>Correlation Coefficient</i>	<i>Model</i>
0.94797	0.341	0.343	0.585a	1

<i>Source</i>	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Average of Squares</i>	<i>F</i>	<i>Significance Level</i>
<i>Regression</i>	169.941	1	169.941	189.108	0.000
<i>Remaining</i>	326.207	382	0.853		
<i>Total</i>	496.148	383			

Dependent variable: Employment development

Independent variable: Green human resource management

Based on table number (4) a number of fitting indices were presented. With respect to the significant level of statistical test (it is less than 0.05), we found that the regression model is fitting. In order to determine the effect of green human resource management as a predictive variable and social development as a criteria variable, the regression equation was analyzed. According to the table above, the model was found ($P < 0.05$; $F = 108.189$). Therefore, the research hypothesis is confirmed and green human resource management affects social development and the obtained beta is 0.58 which shows that with a unit of change in the independent variable 0.58 changes are made in the dependent variable.

Table 5 - The Results of Regression Analysis of Green Human Resource Management for the Environment

<i>Error</i>	<i>Moderated</i>	<i>Determination Coefficient</i>	<i>Correlation Coefficient</i>	<i>Model</i>
1.13945	0.047	0.050	0.224a	1

<i>Source</i>	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Average of Squares</i>	<i>F</i>	<i>Significance Level</i>
<i>Regression</i>	24.846	1	24.846	19.137	0.003
<i>Remaining</i>	471.302	382	1.233		
<i>Total</i>	496.148	383			

Dependent variable: environment

Independent variable: Green human resource management

Based on table number (5) a number of fitting indexes were presented. The statistical results showed that the regression model was fitted with the statistical significance level (less than 0.05). Regression equations were analyzed to determine the effect of green human resource management as a predictive variable and environmental as a criteria variable. A significant model was obtained according to the above table ($P < 0.05$, $F = 19.137$). Therefore, the research hypothesis is confirmed and green human resource management affects environmental development. The obtained beta is 0.22, which indicates that with a unit of change in the independent variable 0.22, the change in the dependent variable will be occurred.

Conclusion

It was observed that green human resource management has an impact on urban sustainable development in Kermanshah as a whole. Among these, at a significance level of 0.001 green human resource management has a significant effect on economic development, at a significant level of 0.000 green human resource management has a significant effect on social development, and at a significant level of 0.003 green human resource management has a positive and significant effect on environmental development. So, the application of green human resource management methods that has special attention to environmental issues can be considered, apart from environmental effects, to pave the way for economic and social development in the city. The results have been quite good and even economic and social effects appear more than environmental impacts.

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