

Discussion on Enterprise Green Human Resource Management

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Abstract: As the main component of China's social market economy, enterprises must assume the major responsibility of protecting the environment and achieving harmony between man and nature. In recent years, due to the current environmental pollution, resource depletion, low environmental awareness of enterprises and other problems, the issue of environment will attract the attention of national government departments and citizens. In this case, enterprises need to attach great importance to it, and it is necessary to take measures to change and innovate management models and methods. As one of the core departments of enterprises, green human resources and management systems have become the key to the sustainable development of the company and the harmonious coexistence of enterprises and ecology.

Keywords: Green management, Human resource management, Environmental protection.

1. Connotation of Green Human Resource Management

Green human resource management has gradually flourished on the basis of the concept of sustainable development. With the improvement of human awareness of environmental protection, the concept of "environmental management" has also been mentioned by people. For companies, it mainly refers to inhibiting the negative impact of company activities on the natural environment through internal regulation and management system optimization [1]. Through the implementation of the management means with "thegreen" business philosophy, we can achieve the three harmonious goals of the company's internal employees, namely, the harmonious state of mind, human attitude and natural environment, so as to achieve the harmonious development of the company. It has created a comprehensive economic benefit that integrates economic, social and ecological benefits for the company, and promoted the joint sustainable development of the company and the staff society. Promoting the comprehensive development of the company's human resources management can drive the common development and progress of the company and all employees, and bring comprehensive economic benefits such as community effects, ecological benefits and economic benefits to the company's vigorous development, so it has great practical significance [2].

2. The Significance of Green Human Resource Management on The Company

2.1. Requirements for Sustainable Development of Enterprises

First, green human resource management regards talents as the most critical resource of the company, and regards talents as the purpose of the company's development. It advocates continuous support for talents, which promotes the improvement of talent work level, improves the stock and quality of the company's human resources, and meets the needs of the continuous development of talents. Second, the

company's green operation has a three-dimensional benefit view that integrates economic, social and ecological benefits, so as to improve the competitiveness of enterprises in the fierce social competition. It is conducive to the formation of a benign corporate image among important people in government departments, local society, media and other stakeholders, which is conducive to the sustainable development goals of the company.

2.2. Promote the Formation of A Good Corporate Culture

Corporate culture is an important "asset" of an enterprise, and the internal environmental management of the company is also closely related to the organizational culture of the company. First, by building the concept of green development, improving the company's internal environmental protection supervision mechanism and promoting the establishment of a sound management system, the enthusiasm of the company's employees to participate in environmental governance issues can be improved, and the level of investment of the company's employees can be increased, which will help to form a positive and good corporate culture. Second, many experts and scholars pointed out after research that if the enterprise environmental protection work is to achieve the expected results, it must be truly recognized by the employees of the enterprise, and the company's attention can really actively promote the development of the environmental protection work within the company and outside the organization. In this environment, employees will be imperceptibly influenced by the corporate culture, and further understand the business development concept of the enterprise. In addition, to do a good job in environmental protection management in the enterprise and promote the establishment of the internal cultural atmosphere of the company can also attract more high-level talents into the enterprise.

3. Obstacles to Green Human Resource Management in Enterprises

3.1. Neglect of Green Management Concept

The relationship between the enterprise and the environment is the basic relationship between parts and the

whole. The external environment is closely related to the sustainable and healthy development of the enterprise and cannot be separated. At present, most domestic enterprises, especially small and medium-sized enterprises, pay too much attention to economic interests in the business process, ignore the long-term sustainable development of the environment, and fail to protect the natural environment in the formulation and implementation of short-term and long-term strategies, thus causing many irrecoverable losses and damage to natural resources.

3.2. Employees Are Unconscious of Green Management

Employees usually think that green human resource management is the business of the management department and has nothing to do with themselves. They just need to do their own job well. This is a common concept in enterprises. It is the backwardness of this idea that makes enterprises become passive in green management, which leads to the failure of employees and enterprises to form a harmonious situation, thus hindering the development of enterprises. And because of this mutual disunity, enterprises will become passive and lag behind when dealing with the relationship between managers and employees.

4. Implementation Strategy of Enterprise Green Human Resource Management

4.1. Formulate and Implement Green Environmental Protection Strategy

For the company, to effectively promote the greening of human resource management, the first step is to start from the overall strategic perspective of the company, that is, start from the source, bring green values and ideas into the overall strategic height of the company, and put forward corresponding green environmental protection strategies; Make the green values and the company's traditional values integrate with each other. The green value concept jointly owned by the company can enable the company to implement invisible control from top to bottom, so that the company's internal personnel can simultaneously restrict their words and deeds in their daily work and social activities, making their words and deeds more consistent with the enterprise's green value concept. Everyone can also form a supervisor of green actions, and the whole company can also jointly create a good green atmosphere. Secondly, let the green value concept participate in the company's business strategy formulation process. For example, through the rational use of various AI technologies, it can simplify the work process, and update the outdated production equipment to fundamentally reduce the consumption of energy and raw materials. In addition, it can enrich the greening awareness of the company's employees, organize some specific activities, and let the company's employees specifically master the greening concept, such as organizing greening outings and other activities, so as to guide the company's employees to carry out innovation, and promote the company's employees to better understand the company's green environment strategy and the company's green culture, values, etc. At the same time, the company's leadership must set an example and provide the company's employees with practical actions.

4.2. Promote Green Human Resource Management Process

Based on previous relevant literature, companies can adopt more green human resource management practices, such as recruitment, personnel training, performance management and evaluation, salary, employee participation, etc., to promote green human resource management processes [3].

(1). As the most basic process in human resource management, recruitment is to select personnel who are consistent with the enterprise development philosophy and enter the enterprise [4]. In the recruitment process, the enterprise can clearly put forward the requirements of the corresponding employer's environmental protection concept in the recruitment plan and job description, reflecting the enterprise's intention of sustainable development. During the interview, each organization should emphasize the job characteristics, including the environmental aspects of the job, and ask the applicant for information on environmental knowledge and attitude. The awareness of green economy, environmental responsibility awareness and the ability to solve environmental problems of the candidates will be assessed. In this way, we can not only screen out the excellent talents that match the company, but also naturally establish a good image of the company among the candidates. Even if the candidates are not employed, they will be very impressed with the company.

(2). Vocational training is an important means of green human resource management intervention. After personnel recruitment, attention should be paid to training posts and capacity development, encouraging and guiding personnel to further enhance the enterprise's green environmental awareness, and at the same time, professional training content can be used to convey to personnel the social responsibility they shoulder in enterprise management. Establish a professional training and education team, recommend a group of personnel at all levels with higher environmental awareness and social responsibility awareness to the company's management, hire professional professors and entrepreneurs with corresponding industry qualifications, and establish a special training platform for them. The specific contents of the training should be determined according to the actual development of the company itself, such as publishing some papers on the company's green environmental protection in the company's forum. In addition, guide all staff of the company to maintain their own green environmental protection position in all work activities and put it into practice.

(3). The greening of performance appraisal requires enterprises to incorporate environmental performance appraisal into their performance appraisal, and draw a conclusion on overall work performance through comprehensive evaluation of personnel performance. During the environmental performance assessment, it is necessary to effectively implement the quantification of performance indicators under the concept of green environment, set different environmental performance for different positions, so as to determine the environmental protection functions of different positions, and communicate with the personnel of various organs to achieve reasonable information feedback. It also explains the performance details as much as possible, such as the changes in the use rate of office consumables, the conditions of the transportation tools used by the government staff for commuting, etc. It can also take the resource

utilization rate, environmental pollution index, and the incidence rate of environmental accidents as clear reference indicators. In order to ensure the legitimacy of the staff performance appraisal results, it is necessary to fully reflect the objectivity Fairness [5]. Finally, we must report the greening results to all posts in a timely manner. Those who pass the greening results can be rewarded, and those who fail to meet the standards can be punished. The company's internal environmental performance appraisal system can effectively guide and supervise the work of all employees, which can not only further ensure the effective implementation of the environmental management concept in the company's internal system, but also avoid the deviation of internal personnel's work activities and the company's development goals at all times.

(4). Wage incentive mechanism measures are the main measures taken by the Company to protect the enthusiasm of employees and mobilize their work enthusiasm. At present, the incentive mechanism measures adopted by the Company generally include monetary incentive means and non monetary incentive means. The rational use of both means is the main measure taken by the Company to encourage employees to achieve their work goals by maximizing their personal potential. The green development of the company's human capital salary incentive mechanism has also brought new reference to the above incentives. For the smooth implementation of the company's greening work, managers should add green content to the above incentives, implement incentives for the company's staff's greening activities, low-carbon office activities, etc., and strengthen the combination of non-material incentives and material incentives, Through the realization of high psychological benefits of personnel, we can really improve the motivation of the company's personnel for greening behavior, thus affecting other people around us.

(5). A large number of enterprise facts have proved that, in human resource management, even if managers have absolute decision-making power over the company's strategic decisions, they can directly grasp the company's actual development goals, and the company's business activities can not be separated from the participation of personnel, otherwise, it will be impossible to ensure the normal and efficient implementation of green human resource management in the company. By giving employees the corresponding work authority, enterprises can increase their psychological satisfaction, mobilize their work passion, and help them play the role of ownership, so that they can truly "love what they love and do what they do" [6] on environmental issues. Secondly, the company should also create a good working atmosphere, so as to enhance the enthusiasm of employees for green environmental protection actions, guide them to cultivate their divergent ideas, and form a good bedding effect for the company's green environmental protection and development.

5. Conclusion

To sum up, the concept of green management is an inevitable outcome of the great development of human economic and social environment, and human resource management has become the most critical link in the organizational structure of modern companies, so it is imperative to promote green change in enterprises. However, in the process of implementing the green human resource management policy, the company will encounter many known or unknown problems. In response to these problems, the company will establish a green environment strategy, raise it to the height of enterprise strategy, and add green values to the company's values, so that the company's employees can be exposed to the green environment. At the same time, the whole process of human resource management will be green. The company will strictly implement specific aspects such as recruitment, training, performance management and evaluation, salary, employee participation, actively innovate, and integrate with the enterprise's green strategy and values. In this way, it can not only promote the healthy and long-term development of the enterprise, win a broader economic market for the company, but also make more important contributions to the national environmental protection work, thus achieving the dual goals of economic growth and environmental protection development, and ultimately achieving the goal of green, healthy and harmonious development of the social economy.

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