

Green Human Resources Management – Solutions to Enhance the Green Marketing Development of Enterprise

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Abstract: Digitalization and digital transformation have promoted the development of science and technology applications, especially Marketing. The constant fluctuations in epidemics and natural disasters in 2020 have raised alarm bells for environmental health that are seriously threatening, prompting to consider integrating business with the environment. As a result, global businesses have transformed from centralized production to sustainable development and long-term profitable goals. With the advantage of an abundant labor force, in a golden population period, the current human resource situation in Vietnam still has many limitations, not meeting the requirements of employers and enterprises. This research paper aims to help businesses understand the role of green human resources in the green marketing industry and propose solutions to promote sustainable development in the field of Marketing.

Keywords: green human resources, green marketing.

1. Introduction

With the trends of green economic development, currently, many countries around the world have made great strides in developing a green economic model, according to which countries such as Korea, Japan, China, ... in Asia; Germany, UK, France, Netherlands, etc. in Europe have been pioneers in promoting green growth with many important contents showing strong commitment towards a green economy. In addition, the interest in green human resource management has increased over the past decade, with recognition as one of the possible management strategies of an enterprise integrating business activities associated with protection environment. This shows that green human resource management affects production and business activities, Logistics, Marketing, etc. Currently, people are more and more aware of the role of the environment, and consumer behavior is gradually changing change to green consumption behavior. Therefore, the direction of green marketing has grown strongly globally, specifically, several businesses around the world have participated in the green marketing wave such as Hershey - a famous Chocolate company in the United States, Coca-Cola, Patagonia, Vietnam is also not outside the influence, specifically as a series of restaurants, tea shops, and coffee shops actively replace plastic

straws with grass straws, metal straws, and replace foam food containers with plastic straws from environmentally friendly materials, replace plastic bags with fabric handles, reuse boxes, use glass cups for customers to use at the shop. Supermarkets in Vietnam including Lotte Mart, Big C, Co.op Mart have wrapped vegetable products with banana leaves, etc. The above shows that the power of green marketing spreads globally and in Vietnam. In addition, Green Marketing is an intermediary bridge between business activities and the market, ensuring that business activities are market-oriented, taking the market as a business goal by promoting and spreading environmental core values. Thus, for the successful implementation of business transformation towards green marketing, leaders need to have appropriate policies and strategies to satisfy the needs of internal and external customers. Therefore, green human resource management is a key factor in the development process of enterprises.

2. Green Marketing and Green Human Resources

A. Green Human Resource Management

In the context of global integration, enterprises are gradually shifting from centralized production to orientation towards sustainable development and social responsibility, therefore, green human resource management is an essential element for strategic planning business direction. Green human resource management (GHRM) reflects a company's orientation towards environmental protection and encompasses a range of specific human resource management practices (Mishra, Sarkar, and Kiranmai 2014), focusing on fragility of ecosystems and the ecological impacts of corporate economic activities (Bairal 2002). Sturman et al, (2011) stated that green human resource management is a system and policy that includes job descriptions stating green responsibilities, training programs to guide employees on how to save energy and waste reduction, and incentive programs to meet sustainability goals. Regarding green responsibility, which is reflected in the activities of the organization, the department includes the behavior of using and reusing plastic waste, arranging the working area of individuals

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and collectives to be environmentally friendly... In terms of training, enterprises change or set up a new training program that synchronizes all employees, training professional skills, social and positive attitude towards environmental health. Similar to incentive programs, businesses set up reward policies for product ideas, operational orientations, etc. in line with the business orientation of the enterprise, to motivate employees to work. In summary, green human resource management is understood as evaluating and implementing green activities and maintaining green goals throughout the process from recruitment, training, welfare, development, and promotion of human capital. business people. With policies to ensure employees work for the benefit of individuals, collectives, businesses, society, and the natural environment. According to Cohen et al (2012), the HR function has an important role in the creation and implementation of sustainable business strategies throughout the organization. The HR function can assist in developing and achieving environmental and social objectives and balancing these goals with traditional financial performance measures. Therefore, for the new system to work well, it is imperative to change the green-oriented recruitment criteria, establish a new training program, and screen personnel to ensure a sustainable balance and an appropriate and effective management process.

B. Green Marketing

The concept of Green Marketing has been defined since 1976. Hennion and Kinnear argue that Green Marketing is concerned with all marketing activities that impact environmental problems and provide solutions to the problem. According to Ottman (1993) that Green Marketing is seen as a subset of activities with a narrow scope of activities from the "final" point of view; The focus is on issues of environmental pollution and industries, with very firms actually changing their behavior (Peattie, 2001b). With the growing awareness of global environmental issues and the recognition of the interdependence between environment, society, and economy, marketing began to redirect its efforts not only towards reducing environmental damage but also in terms of achieving sustainability broadly. Peattie (1995) defined the new idea of green marketing as the overall management process responsible for identifying, anticipating, and satisfying the needs of customers and society, profitably and sustainably (Peattie, 1995). 2001b). Recently, Mansvelt (2011) has defined green marketing as a system that integrates aspects of promoting the sales process with an environmental orientation, including new product development, analysis, packaging, testing. consumer experience, media, and advertising. With this view, the company's products are developed in the direction of environmental protection, organic or semi-organic, reducing or completely using no additives, chemicals as well as chemical fertilizers or pesticides. With that product orientation, the purpose of protecting consumers' health and the environment becomes the focus of marketing activities. Similar to product packaging, businesses implementing green marketing will tend to change plastic packaging, plastic items that are difficult to decompose or decompose slowly in the environment to

biodegradable packaging or have the ability to Reuse. Similar to promotion activities, businesses will change the form of advertising and communication. From favoring fast and reliable forms of reaching consumers such as banner ads, leaflets, etc., businesses will prioritize using digital channels and tools. In summary, with the approach of Mansvelt (2011), Green Marketing is understood as a strategy to promote the sustainable development of enterprises, protect consumer welfare and the environment through the production of friendly life cycle products. with the environment, green products, and packaging design, green brand positioning; to improve the quality and productivity of goods and services production, focusing on achieving long-term and sustainable profits of the business.

3. The Influence of Green Human Resources On Green Marketing

According to Andrews, Marketing is influenced by external and internal factors simultaneously. Regarding external factors including economic, political, social, cultural, customer behavior, brand competition, etc. With this view, enterprises refine and set up business strategies following current customer behavior and in line with the development of economic - technology, to maximize customer satisfaction. Regarding internal factors including people, finance, machinery, supply chain of raw materials, etc., to provide the right product with customer expectations, at the right price and in line with product value, right for target and potential customers, and ultimately the right market. Unhelkar (2016) argues that customers and employees, as well as suppliers and other business stakeholders, come together in dynamic groups with shared interests, trust, direction, and dissolution. bring great socio-cultural meaning to a green business. From a customer perspective, people bring revenue to the company by purchasing products and services. From an enterprise perspective, human resources play a decisive role in strategies and directly affect environmental health. Therefore, businesses operate to meet customer needs, satisfying consumer behavior.

The role of Green Marketing is to achieve the sustainable development goals of the business by satisfying the green needs of customers. On the other hand, green human resource management aims to achieve business goals through the use of human resources. According to Gratton (1994), inadequate training can lead to the human resources department developing HR systems (training, reward, compensation, development, evaluation) that do not meet the orientation business development; marketing develops strategies independently of human resources and has limited awareness of employee skills and attitudes. Therefore, the integration of Green Marketing and Green HR functions is considered to represent the fit of workforce capabilities with customer-focused marketing strategies (Gratton, 1994; Piercy, 1997a, b). Thus, the different management functions of the business must be closely linked to meet the needs of customers. In the field of Green Marketing, the relationship between green human resource management and green marketing will revolve around factors such as understanding customer behavior, monitoring and evaluating green human resource management, and business results. With

the element of understanding customer needs, Green Human Resource Management will support Green Marketing by recruiting and training employees so that the workforce meets customers' green consumption behavior. When there is an interaction between Green Human Resource Management and Green Marketing, continuous feedback on the level of satisfaction with the quality of green human resources, it is easy to evaluate the quality of employees and the training process. From a monitoring and evaluation perspective, the policies of Green Human Resource Management all serve the goals of sustainable development and the long-term profits of enterprises. When the level of customer complaints increases, it means that the recruitment and training policy of the green human resource management department needs to be reviewed and vice versa. Finally, green human resource management and business results, all activities, and functions of the parts that make up the business contribute to the results of the business. The human resource management system will decide the operation; product and service characteristics; enterprise mission. For businesses using a green human resource management system, their product and service orientation will be green, environmentally friendly, and businesses will achieve long-term profit goals. When human resources are fully equipped with the knowledge, skills, and a positive attitude towards the environment, activities in work and life will always be considered based on personal and collective benefits associated with the environment created. Green working environment, promoting a sense of community. The above shows that high-quality and green human resources will create favorable conditions for businesses to thrive in the context of integration and digitalization. Therefore, the human factor plays a key role and greatly affects the operation of enterprises in general and Marketing in particular. In short, the success and development of an enterprise depend largely on human resources in the system; Therefore, for the green marketing system to work effectively, it is indispensable for a green human resource management department.

4. Current Status of Green Human Resources in Vietnam

According to the newspaper of the Ministry of Planning and Investment, to promote sustainable development, over the past time, Vietnam has issued many policies to support the development of sustainable, inclusive business models and specific environmental protection. For example: On September 25, 2012, the Prime Minister issued Decision No. 1393/QD-TTG approving the National Strategy on Green Growth for the period 2011 - 2020 and a vision to 2050. On March 3, 2014, the Prime Minister issued Decision No. 403/QD-TTg approving the National Action Plan on Green Growth for the period 2014-2020. Based on the Decisions of the Prime Minister, dated October 20, 2014. In 2015, the Ministry of Finance issued Decision No. 2183/QD-BTC on the action plan of the Finance sector to implement the National Strategy on Green Growth until 2020. To create conditions for enterprises to mobilize investment capital. Regarding environmental projects, the State Bank also issued Directive No. 03/CT-NHNN dated March 24, 2015, on promoting green credit growth and managing

environmental and social risks in granting activities. Credit, Decision No. 1552/QD-NHNN dated August 6, 2015, promulgating the Action Plan of the Banking sector to implement the National Strategy on Green Growth to 2020; Decision No. 1604/QD-NHNN dated August 7, 2018, on approving the green bank development project in Vietnam, etc. The above shows that the Party and State are well aware of the role of the environment and the cooperation impact of businesses on the environment and global development trends. With the orientation of sustainable development, the long-term profit goals of enterprises will require a large number of green human resources to meet and complete development goals.

Currently, 460 universities and colleges are training high-quality human resources in Vietnam by 2020 and 311,599 graduates in the 2018-2019 school year (According to the General Statistics Office). Thus, the number of training institutions and graduates to serve the business development orientation is quite large, but there is no formal training institution with a major in Green Human Resource Management. Currently, several training programs are related but not synchronized with training institutions such as Environment and People at Hoa Sen University, Population and Environment at the University of Labor and Social Affairs. There is appear of traditional training programs interwoven with green knowledge but not uniform among lecturers, specific and clear requirements or regulations for the green human resource training program. In addition, internally, enterprises have been running green training programs for employees, but there are still many limitations, there is no synchronization between businesses. Therefore, the index of green human resources in Vietnam is not really clear or the current status of green human resources has not been trained. With the above facts, the author proposes some measures to improve the quality of green human resources in enterprises, to promote the development process of enterprises.

5. Solutions

Instead of traditional human resource management including recruitment, training, management, and supervision, reward, salary, and employee benefits, green human resource management will synchronize activities a tradition based on the orientation of sustainable development, achieving long-term profit goals.

Recruitment activities: With the sustainable development orientation of the enterprise, recruitment activities will have new points compared to traditional recruitment. Instead of providing criteria for ability, experience, and attitude when working, the Green Human Resource Management system will have additional terms or criteria for recruitment that require new employees to have knowledge, skills, and attitudes towards the environment. Specifically, such as self-assessment with environmental responsibility, attitudes, and behaviors towards plastic waste, ideas about environmentally friendly products, etc. Each business will have its own characteristics and are not uniform among businesses. Therefore, the staff who recruit and directly supervise new employees will be carefully selected with the requirements of experience, knowledge, skills, and

environmental attitudes in the enterprise. If the lead company uses a third marketing company, the head of the human resources department needs to propose a manager or an elite employee in the enterprise to directly supervise, recruit and train new employees.

Training and development activities: For the system to be applied synchronously and uniformly, it is necessary to apply the system to all parts of the organization. When all levels of management and employees operate in the same system, it is easy to exchange knowledge, skills, and expertise in line with the business's orientation and easily control and manage. Regarding training programs, enterprises should have talk shows, short-term training on life skills such as 5S Kaizen, food safety and hygiene, service quality management... to provide knowledge, corporate culture for new employees and strengthen employees with long-term experience in the business, evaluate quality through quality tests in the form of open questions, to find employees with bright ideas well created, consistent with the development orientation of the enterprise. A new interface of the business requires training programs according to each route, the program is flexible to suit the characteristics of each business. At the same time, develop a framework of training costs and time for each stage.

Management and supervision activities: All parts of the business that want to develop long-term need the input of the board of directors, managers, and employees to refine the training program and activities of the company organization. Therefore, enterprises should regularly conduct programs and meetings between managers and employees periodically to evaluate; commendation and criticism; planning the next business strategy; listening to employees' professional opinions, changing and editing activities; and more appropriate business orientation. It is transparent and fair among employees to create an equal, civilized, and effective working environment with all forms of supervision.

Reward activities: According to the motivation theory, people are motivated to act because of rewards, therefore, enterprises must plan and set up programs to reward excellent employees periodically, to motivate employees to work. The greater the rewards, the more motivated employees are to pursue reinforcers. When there are influencing factors, it will help make the working environment more dynamic and exciting and show the leader's trust in the excellent employees. The reward is oriented towards the green products of the enterprise, which include both user health protection and environmental friendliness, to spread the green orientation of the enterprise to employees' lives and reach customers potential goods; help employees and families experience green products to create a stronger flow of green consumer behavior.

Salary and welfare activities: Instead of increasing wages, businesses should provide green welfare services for employees, such as arranging trees in the office, using solar energy to save electricity, a break area between working hours with green trees, and use of environmentally friendly recycling equipment to create an open working space, protect employees' health and the environment. At the same time, encouraging the

creation of entertainment programs, working in the form of groups, both connecting employees and creating the strength of the collective and the organization.

6. Conclusion

People gradually become aware of their own behavior and the role of the environment, consumer behavior is gradually changing to green consumption behavior, so green marketing development orientation is inevitable. Therefore, businesses need to synchronize and alternately integrate green human resource management activities in the development of Green Marketing; assess the current situation of the enterprise to flexibly develop methods and strategies to suit the development situation of the enterprise; while meeting the criteria of sustainable development.

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