



International Journal of Management Development & Information Technology

Volume: 13

December 2015

Editorial

Prof. Naveen Gupta

1

HUMAN RESOURCE MANAGEMENT**Green HRM Practices: Evitable or Manageable (With special reference to City of Taj)**

02-09

Col (Dr.) C. K. Singh and Shantanu Kumar Sahu

Job Satisfaction among Bank Employees: A Comparative Study of Public Sector and Private Sector Banks in Agra

10-25

Dr Yogita Narang and Adil Hussain

MARKETING**Trust Once Lost is Difficult to Gain: A Case of 2-minute Noodles**

26-33

Maria Ashraf

Factors Affecting Environmentally Responsible Purchase Behaviour

34-43

Dr Naveen Gupta and Riju A Singh

Retail Development In India: A Study Of Key Drivers And Barriers

44-52

Ruqaiya Bano

INFORMATIONAL TECHNOLOGY**Mobile Number Portability (MNP): Issues and Challenges**

53-59

Parag Agrawal and Mohammed Naved Khan

Method of Classification For Data Mining: A Statistical Approach

60-69

Richa and Vineeta Singh

Design and Development of a Safe, Intelligent Moving Machine using Lab VIEW

70-74

Amit Yadav, Nand Kumar Mishra, Prof. D. K. Chaturvedi

MDIT

VOL. 13, DEC, 2015

Patrons

Shri P. K. Gupta
Chairman, SGI

Shri Y. K. Gupta
Vice Chairman, SGI

Chief Editor

Prof. Naveen Gupta
Director

Editor

Dr. Siddharth Verma
Asst. Prof. DoBM

Associate Editor
Dr. Sheetal Sachdeva
Asst. Prof., DoBM

Editorial Advisory Board

Dr. S.D. Gupta
St. Thomas University, Canada

Prof. B.L. Dubey
University of Alaska, USA

Dr. Shyam Singh Lodha
Connecticut University, US

Dr. Justin Paul
(Indian Institute of Foreign Trade)

Prof. Anshuman Gupta
(University of Petroleum & Energy Studies)

Dr. Anju Jain
(Dr. B. R. A. University, Agra)

Prof. C.P. Shrimali
MDI Gurgaon

Prof. N. K. Gupta
IIM Lucknow

Prof. K. K. Saxena
IIT Kanpur

Prof. Renu Rastogi
IIT Roorkee

Publisher

Lt. Col. Narendra Pal Singh
Dy. Registrar

Designing and Technical Support

Brijesh Kumar Gupta
Jr. Executive - HR

Circulation Coordinator

Tahir Husain
Librarian

Disclaimer : The responsibility of the contents and opinions expressed in MDIT is exclusively of the author(s) concerned. The publisher, editor or the institute shall not be held responsible for errors in the contents or any consequence arising from the use of content and information. The contents of this journal are primarily meant for academic purpose only.

Address of Editorial Correspondence :

Chief Editor, MDIT- International Journal of Management & Technology, Hindustan Institute of Management & Computer Studies, 26 KM Milestone, Agra-Delhi Highway, NH-2, Farah, Mathura (INDIA) - 281122.

Printed by : Imperial Compugraphics, 2/12, Swadeshi Bima Nagar, Civil Lines, M.G. Road, Agra-282002.

COLLEGE LIBRARY
Hindustan Institute of Management
and Computer Studies, Farah Mathura

EDITORIAL

Prof Naveen Gupta
Chief Editor

With great pleasure I am presenting this thirteenth issue of "International Journal of Management Development and Information Technology" a peer reviewed annual journal brought out by Hindustan Institute of Management & Computer Science, Farah, Mathura.

The journal endeavors to provide forum for academicians, practitioners and researchers interested in deliberations and exchange of knowledge on current and future issues and challenges impacting the society and promoting and disseminating relevant, high quality research in the field of management and information technology. The Journal encourages submission of theoretical and empirical papers, case studies, and executive experience sharing and review articles in the different domains of management and information technology. Book reviews and commentaries on recent business updates are also considered for publication. The journal further wants to accomplish lots of milestones in terms of defining and redefining paradigms to achieve excellence in the area of applied research.

Keeping up with the trend of previous years of dedicating our efforts on an issue confronting the society, this year our efforts are woven around the theme 'sustainability'. A recent World Bank report warns that water scarcity, exacerbated by climate change, will deliver a "severe hit" to our economy, reduce water availability by as much as two thirds by 2050. Another report of WHO states that India is one of world's 10 most polluted countries and half of the world's 20 most polluted cities are in India. Air pollution is the

6th biggest cause of deaths in India, increasing risk of stroke, heart disease, lung cancer, chronic and acute respiratory diseases, including asthma. These reports I believe bring together enough reason to encourage more dialogue and action plan on the subject. Without addressing the current environmental challenges like climate change, water shortage, air quality, none of us...., none of the B schools of India can expect real growth... economic or social. It's time to see the big picture, look beyond the needs of today and work together towards better, more sustainable solutions. To dedicate all our efforts, to create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations. HIMCS has initiated a number of action research projects towards the cause, such as, Project Oxygen Temple, Project 'From Waste to Organic Fertilizer', Project 'My Kitchen My Health', and Project 'Annapurna'. Readers can expect gist of research on the theme in our next issue.

I am more than confident that interested students and research scholars, practitioners as well as teaching fraternity would find this issue very useful. I thank the editorial board and advisory board for their continuous support and valuable inputs. Finally, I thank each one of the authors for their outstanding contribution to this issue and to the reviewers for their punctual and valuable comments. I do look forward to a similar response for our next issue. Also, your views that can help us upgrade the journal are welcome.

Green HRM Practices: Evitable or Manageable (With special reference to City of Taj)

Col (Dr.) C. K. Singh and Shantanu Kumar Sahu

Recently, there has been observed an increasing awareness within business communities on the significance of going green and adopting various environment management techniques. As the corporate world is going global, the business is experiencing a shift from a conventional financial structure to a modern capacity-based economy which is ready to explore green economic facets of business. Today, Green Human Resource Management (GHRM) has become a key business strategy for the significant organizations where Human Resource Departments play an active part in going green at the office. The paper largely focuses upon the various Green Human Resource Practices pursued by the organizations all over the world and, explains the simplified meaning of GHRM. The study also adds to the extant literature by discussing future direction of some GHRM functions. In the new millennium, there is an increasing requirement for strategic Green HRM; the combination of environmental management into HRM and sustainable tourism development. Organizations Human Resource function can be important in helping a broad approach for making a culture of sustainability. The Green Human Resource Management will play a pivotal role in organizations to help the environment related problems. By assuming it, in management philosophy, HR policies and practices, training people and implementation of laws related to Environment safety. HR practices and preservation of Knowledge need to reinvent Human Resource Management (HRM) and the structure of the organization around explicit and implicit human resource information processes rather than based on traditional function. The present Paper focuses on identifying the HRD practices and role of green HRM strategy adopted in hotel industry with specific reference to hotels in Agra. Using the case study of tourism in the city of Agra, this paper talks about the role, responsibilities and benefits of sustainable tourism practice and policy and also how they respond to its adoption. The aim of this paper is to gain a better understanding of the evolutionary processes of tourism development towards sustainability in Agra hotel Industry. Finally, the paper suggests some potentially prolific HR initiatives for Green organizations.

Introduction

There is a great deal of increase in the adoption of environment management systems by the corporate sector. Literature has given importance to adoption of environmental practices as a key objective of organizational functioning making it important to identify with the support of human resource management practices. Today there is debate and uncertainty associated with how green management principles can be implemented effectively amongst the workforce of the organization. Green HR concept is environment- friendly HR initiatives leading to better efficiencies, lesser cost and heightened employee engagement levels. It involves undertaking environment

friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of "Electronic filling, Car sharing, Job sharing, Teleconferencing, Online training, Flexible working hours and Telecommuting". It is of recent that human resource information system is playing an important role and creating HRD systems for different manpower groups. This has resulted in the development of various layers of human resource inventory. To successfully complete in the new millennium, organizations need to reinvent HRM and the structure of the organization around explicit and implicit human resource information processes rather than based on traditional functions, because with globalization, it is the

Col (Dr.) C. K. Singh, Prof. & Chief Advisor, College of Business Studies, Agra

Shantanu Kumar Sahu, Dy. Head & Assistant Professor-DoBS, HIMCS, Farah, Mathura

information system which will prove to be a paramount importance in any developmental activity. Success will be determined by the speed with which organizations are able to study the changing scenario and their ability to introduce and implement human resource development processes and practices. The HRM methodology needs to introduce team spirit, harmonious work, integrity, accountability, visibility and a work culture. Similarly, the organizations need to develop a family environment where each employee feels equally empowered.

In addition, The Green Human Resources Management is based on green movement related to Protection of Environment and save the planet Earth from future disasters. The "Magna Carta" on Human Environment was declared in the first United Nation's (International) Conference on Human Environment held in June 1972 in Stockholm declared that, to defend & improve the human environment for present and future generation has become an imperative goal for mankind.

The Green Human Resource Management will play an important role in industry to promote the environment related issues by adopting it, in management philosophy, HR policies and practices, training people and implementation of laws related to Environment Protection. The Green HRM will also help the employers, manufacturers in image and brand building and by strictly implementing the ISO 14000 standards, environmental audit, thus changing the organizational culture, thinking about waste management, pollution and helping the society and its own people, those are getting effected by pollution. It will also make employees and society members aware of the utilization of natural resources more economically and encourage eco-friendly products.

Green Management:

A Green organization is defined as a workplace that is environmentally receptive,

resource well-organized and socially responsible. In the environmental writing, the impression of green management for sustainable development has different definitions; all of which normally, look for to clarify the require for balance between organizational growth for wealth design and protection the natural environment so that the future making may succeed (Daily and Huang, 2001). In the past, economic performance of the organization was estimated to undertaking corporate success by organizations and its shareholders, but now it is no longer suitable; profitable and financial outcomes need to be attended by minimization of environmental footprints and improved awareness to social and environmental phases.

Green Human Resource and Practices:

Shaikh (2010) confirmed that Green Human Resource plays an important role in organization to support the environment connected problems by accepted it, and in management viewpoint, HR policies and practices, training people and implementation of rules linked to Environment Protection. There are now two angles to HRD programs first, to stop attrition and reduce the rate of decay and second, to win back employee loyalty through novel reward activities through Green HRM practices. This would mean that Green HRM intervention needs to be for each and every employee in the organization. As per Sharma (2000) techniques of HRM are also called HRM methods, HRM instruments or HRM mechanisms or HRM subsystems. They include (i) Performance Appraisal (ii) Potential Appraisal (iii) Career Planning (iv) Career Development (v) Employee Training (vi) Executive Development (vii) Organizational Development (viii) Organizational Change (ix) Social and Cultural Program (x) Worker's Participation in Management (xi) Quality Circles (xii) Employee Counseling (xiii) Team Work (xiv) Role Analysis (xv) Communication Policies and Practices (xvi) Monetary Rewards (xvii)