



Green Management Issues And Challenges And Their Impact On Business

Dr.E.Shanker

Associate Professor in Commerce Government Degree College, Ibrahimpatnam, Ranganreddy, Telangana.

Email:ID: shanker.saru@gmail.com

Cite This Paper as: Dr.E.Shanker (2026) Green Management Issues And Challenges And Their Impact On Business..The Journal of African Development 1, Vol.7, No.1, 394-398

KEYWORDS

*Green Business,
Green
Management,
Green Business,
Organization,
Sustainable
Development.*

ABSTRACT

Environmental issues have grown critical in many industries. Government expectations for environmental and social performance are significantly higher than they were previously. Countries in the developing phase have numerous environmental difficulties, including contamination of the water and air, widespread manufacturing waste disposal, and so on, all of which are caused by corporate operations. As a result of becoming aware of the danger that could jeopardise their very survival, numerous industries have begun to adapt and work on green management. The goal of this study is to explore the relationship between green management and firm performance, as well as to discuss the many types of green management practises used by firms in India.

1. INTRODUCTION

Since the post-industrial era's inception, resource mismanagement has increased numerous times. This growth is a terrifying state of resource exhaustion and environmental depletion; it compels countries to organise themselves for appropriate planning in order to regain control of the global problem of environmental degradation. Numerous conferences and conventions have been held in the past to suggest solutions to the depletion of the environment. Concerns about developing ecologically and sustainably minded industries, as well as their management, become critical. Numerous arguments, proposals, points of view, and suggestions have been generated in response to the existing future influence. Green management is necessary for effectively benefitting the quality of the environment

on our planet, as it is a critical component of that potential. Green management is advantageous in every aspect of our lives. For instance, if a corporation want to remain in business for the long term, it should implement sustainable practices, since if the enterprise becomes unsustainable, it will cease to exist in the long run. Sustainable development is a requirement for communities because it embodies the community's success. To that end, management should seek out environmentally friendly practises that will ensure long-term development. If we want future generations to have access to forest and mineral resources, we must manage them responsibly. Thus, through green thinking, action, and modernization. This can be accomplished through decision-making and green practises that preserve our secondary atmosphere and environment, or by monitoring our psychological and physical well-being.

Since the beginning of economic operations, human depletion of the environment has been a fact of life. However, during the industrial revolutions of the 18th and 19th centuries, depletion of the environment began at a far faster rate and on a much larger scale than ever before. Our environment is deteriorating daily as a result of our modern industrial society and human activity. The way we have conducted business for the last two centuries has taken a toll on the earth's capacity to support human life

Green management—In everyday parlance, green management refers to the incorporation of ecological practices into business processes and management decisions. It is an endeavour to strengthen the foundation of environmental management, positioning the firm for a sustainable future and a long-term outlook, by assigning personal responsibility for ecological activities, modifying management policies, procedures, and principles, developing green products and services, advancing the ecological framework, and conducting waste management exercises.

GREEN MANAGEMENT AND SUSTAINABILITY

Business sustainability is described as green management, without regard for future requirements. Sustainability in relation

to business strategy entails the possibility for the corporation to provide long-term solutions, which necessitates the enhancement of work place quality and the natural environment. There are various subcategories of management sustainability, including “business sustainability, social responsibility, and sustainable development.” The term “sustainability” is sometimes defined as “development that satisfies current needs without jeopardizing future generations’ ability to satisfied their own and operates on three axes, namely environmental preservation, fiscal growth, and social equality.” The three pillars of business sustainability are People, Planet, and Profit (3P), and scholars are attempting to create a balance between them.

2. GREEN MANAGEMENT

Green management is an endeavour to reduce pollution and carbon emissions that contribute to the earth’s greenhouse effect. It is divided into three sections: Recycle, Reduce, and Reuse. These key actions contribute to the reduction of pollution caused by industrial activity. By putting an end to such conduct within corporations, management can mitigate the impact on the environment. Prior to moving forward in this path, enhanced and modified green technologies were required, as well as ecological policy to regulate the firm. Environmental management focuses on continuous improvement, and large businesses, policymakers, consultants, and researchers all endorse the environmental system as a cost-effective way to address environmental issues (Kautto,2006).

Green management Business

Eco-friendly businesses are highly recognized for their management practices, which benefit their customers, employees, and the communities in which they operate while simultaneously contributing to the improvement of the environment. Numerous green businesses exist to address environmental issues including climate change. Green enterprises should employ green approaches and concepts throughout the product’s lifecycle. There are two concepts associated with the final green products (goods and services) and the economic activity process from which a green enterprise may emerge. Entrepreneurs have the choice of establishing a business in an environment that is blatantly green and environmentally conscious (e.g. renewable energy, management of waste). Eventually, eco-friendly enterprises will be able to sell their products and provide services utilizing an environmentally beneficial approach or clean technology (such as ecotourism). Regardless of which of the two concepts underpinning green businesses is correct, the following definition accurately describes the true nature of green businesses: “A green business is one that adheres to the ethics of environmental sustainability in its actions, strives to use sustainable resources, and strives to mitigate the negative impact of its activities on the environment.”

Green Management in industrial company

Green Management is just a new way of thinking about how a business functions and how its operations affect the environment. Green management is all about the firm’s various components rather than the human dimension, and it is handled in such a way that environmental concerns are addressed. Green management can take on a variety of features and forms, depending on the size and nature of the business. Specifically, the locations in which the business operates are referred to as the green management idea. As a result, different approaches of green management are employed depending on the nature of the business.

In terms of the process approach, four distinct phases may be distinguished in which actions consistent with the notion of green management are implemented. The procedure is divided into four phases: “conceptual phase,” “preparation phase,” “production phase,” and “final process.” In the conceptual phase, it is divided into four sections. Green management can be separated into two categories. After making an observation regarding the impact on the environment, a selection of a suitable system is made, taking into account the assessment of their impact on the environment. To communicate the aim and standard for green management, which is unquestionably more effective than the previous phase. Finally, in order to adopt green management, the business should develop innovative approaches that take into account the entire organisation as a whole unit, its responsibilities and task division, control measures, and the establishment of an appropriate motivation system.

During the planning phase, a human makes a decision and is fully aware of the potential impact of the proposed process on the environment. A special emphasis should be placed on two areas: the establishment of an entirely competent project team and, in order to achieve the optimal green aim across the entire life cycle, an invitation is extended to individuals with appropriate experience to submit their proposals for consideration. During the production process, a large quantity of used materials and resources was collected, as well as a large quantity of garbage. Green control has a vital impact on the execution of the concept of green management at this phase, and as such, it is critical that it be carried out. This phase should be used to develop a green management mechanism and a framework

for decreasing waste and pollution. The business should develop a strategy for maximising the use of energy and resources throughout the production process. A distinct unit must be established to monitor, standardise, and supervise the development of this phase, particularly in terms of material selection and pollution prevention. However, the most critical function is played by energy efficiency. As a result, it becomes vital to develop operating and maintenance principles that



minimise energy use while also allowing workers to develop environmentally friendly behaviours. This results in the demand for development.

3. CHALLENGES IN GREEN MANAGEMENT

Green management concentrates on the stopping and safeguarding the quality of environment and resource management. From the comprehensive study of related material and literature, specific challenges has been identify as follows –

1. In the beginning enforcement of business green plan requires high level of technical & managerial knowledge along with expert trained skilled employee.
2. Study also revealed that, in association to pollution prevention and control some environmental forces act upon in business strategies such as dynamic preference, choice of new customer, and boycott of the customers.
3. Businesses should have to create an innovation- centric proposed environmental program and event which should have a very valuable and efficient influence on sustainable competition (Callenbach et al.,1993)
4. "Strategy of the green management is a huge long-term investment opportunity, From this new enterprise business should look form long-term benefits. There will be no instant outcomes as this will require lot of patience and determination. To adjust with business environment it will take time because it is a new concept.
5. There is a relation between HR practice and the productivity of the firm which has been found out by the earlier literature review. Thus, the alertness from ground level is extremely vital and it needs lots of consideration, direction and cost .

Such background knowledge is absent in the several underdeveloped and developed countries. Also businesses of these countries also have the deficiency of skill and consciousness of green initiative. Thus they find it hard to enforce such green movement. Slowly customers are becoming more conscious about the green products and business. But for the huge number of individuals it is still a new topic. The individuals (as a consumer& producer) are needed to be made more conscious and they should be given knowledge and education about the environment threats and their results. To get to the people it will take plenty of time and efforts. In these condition the consumer is already alert to believe the green products.

Types of Green Management

Numerous academics have categorised the green management idea according to their unique perspectives, which may be discerned through their outlook on the strategic paths taken or their categorization of organisations according to their strategic approaches.

Meima's (1994) categorization of environmental management practises that have arisen in recent years into four categories provides the academic model's entirety. While some view the environment as a moral/ethical matter that affects everyone, others view it as a means of profit.

Roome's 1992 "Strategic Options Model" includes five environmental action plans for businesses: "noncompliance, compliance, compliance-plus, commercial and environmental excellence, and leading edge." The worst-case situation is non-compliance. These action plans are described as steady, responsive, preventative, entrepreneurial, and innovative in Ansoff's Strategic Posture Analysis (Ketola, 1993). This includes the integration of environmental management practises into the overall management of the business. As a result, a business's adoption of excellence and cutting-edge processes may create a competitive advantage.

Welford (1994) classified the SME (small and medium-sized enterprises) sector into four major categories, with some overlap. The first group to be mentioned is the ostriches. Companies in this group believe that environmental concerns are a passing phase and that their operations have a negligible influence on the environment, but they also assume that their competitor feels the same way, and hence take no action to safeguard the environment. The following classification of businesses is laggards, which are those that are well aware of environmental concerns but are unable to address them due to cost constraints, a lack of competent labour, or a lack of expertise, among other factors. The following classification of businesses is that of thinkers; these businesses recognise that something has to be done but wait for others to lead the way. Companies that are doers are those who have taken action to put their ideas into action.

Additionally, Topfer (Bostrum & Poysti, 1992) classified businesses into four categories: resistant, passive, reactive, and inventive. The first type of business regards environmental issues as a barrier to expansion and works aggressively to prevent environmental restrictions from being enacted. Passive firms are analogous to Steger's indifferent corporations, which have a proclivity to overlook challenges.

Beaumont, Pedersen, and Whitaker (1993) classify organisations into six levels based on their environmental reaction. In Roome, the first two levels correspond to compliance and non-compliance. The third level is referred to as the corporate level, at which management begins to take environmental issues seriously and views the environment more holistically and long-term. Change begins at the fourth level of the firm in response to environmental challenges. The supply chain action is the fifth stage, at which point environmental concerns become an integral component of the corporation's supply chain.

The third step is business scope action, in which the firm leverages environmental issues to expand its activities in order to succeed in business.

Dodge and Welford developed a scale for measuring environmental performance, dubbed the “ROAST scale,” which is currently being used by others to ascertain a business’s specific environmental performance status. (1995 Welford)

It is suggested that the firm’s performance can be categorised as falling between the “resistive firm” and the “moving firm.”

Green management importance

From a business perspective, it is related with the design of environmental policies that will improve the environmental performance of the organisation by implementing green technology activities on a consistent basis, benefiting both internal and external stakeholders. Understanding the basic relationship between green management and company environmental performance, such as green technology initiatives, is critical for environmental policy. Environmental performance, such as technology environmental advancements, can have a significant impact on green management. Numerous businesses have invested in ecological plants and adopted practises that help both the environment and the bottom line.,

4. CONCLUSION

The concept of green management is implemented in accordance with the concept of green building. Green management principles are applied across all business sectors in an international organisation, an electronics industry, and a small- and medium-sized enterprise - green management is evident in the numerous small-scale operations. Green management that is environmentally friendly While ecologically friendly business practises such as waste management, recycling, and carbon reduction are in their infancy, increased awareness among organisations of the importance of green issues has prompted them to implement environmentally favourable H practises. This demonstrates that the vast majority of employees care about the environment, which means they are more loyal to and content with an organisation that is constantly seeking to improve its environmental performance for the benefit

of all stakeholders. Training and development, recruitment, and learning are all critical components in improving the environmental performance of an organisation. Green human resource management practises are crucial for developing, implementing, and maintaining environmentally conscious employee creative behaviours and a pro-green mentality. Without effective green human resource management practises, achieving and maintaining long-term environmental performance is unachievable. Since a result, it is stated that businesses’ grasp of the breadth and depth of green human resource management practises is critical, as it enables organisations to perform better environmentally than in the past

References

- [1] . Banerjee, S. (2001). Corporate environmental strategies and actions. *Management Decision*, 39 (1), 36-44.
- [2] Daft A. (2000). Strategic proactivity and firm approach to the natural environment *Academy of management*.
- [3] . Derwall, J., Guenster, N., Bauer, R. and Koedijk, K. (2005), “The Eco-Efficiency Premium Puzzle”, *Financial Analysts Journal*, Vol. 61 No. 2, pp. 51-63.
- [4] . Freeman, R., Pierce, J., & Dodd, R. (2000). *Environmentalism and the New Logic of Business*. New York, NY: Oxford University Press.
- [5] . Haden, S. P., Oyler, J., & Humphreys, J. (2009). Historical, practical, and theoretical perspectives on green management: An exploratory analysis. *Management Decision*, 47 (7), 1041-1055.
- [6] . Hage Tam, Dr. Taruna (2016). Green management: Road to sustainability & corporate efficiency. *International Journal of Applied Research*; 2(1): 586- 590.
- [7] . International Energy Agency (2012). “Energy Technology Perspectives 2012”
- [8] . Jacobson, Mark Z.; et al. (2015). “: 100% clean and renewable wind, water, and sunlight (WWS) all-sector energy roadmaps for the 50 United States”. *Energy and Environmental Science*. 8: 2093 2117.
- [9] . Kiernan, M. J. (2001), “Eco-value, Sustainability, and Shareholder Value: Driving Environmental Performance to the Bottom Line”, *Environmental Quality Management* Vol. 10 No. 4, pp. 1–12.
- [10]. Meima, R. (1994). ‘Making Sense of Environmental Management Concepts and Practices: A Critical Exploration of Emerging Paradigms. *Proceedings of the 1994 Business Strategy and the Environment Conference*. The University of Nottingham.
- [11]. Natrass, B., & Altomare, M. (1999). *He Natural Step for Business: Wealth, Ecology and the Evolutionary Corporation*. Gabriola Island: New Society Publishers.
- [12]. Peng, Y., & Lin, S. (2008). Local Responsiveness Pressure, Subsidiary Resources, Green Management Adoption, and Subsidiaries’ Performance: Evidence from Taiwanese Manufacturers . *Journal of Business Ethics* , 79 (1/ 2), 199-212.
- [13]. Slaper, T., & Hall, T. (2011). The Triple Bottom Line: What Is It and How Does it Work? *Indiana Business Review*, 1-7.



-
- [14] Y. Loknath & B. Abdul Azeem (2017). Green Management –Concept and Strategies. National Conference on Marketing and Sustainable Development October 13-14, 2017 978-1-943295-10-4 688.
- [15] . Thomas Ngniatedema & Suhong Li (2014). Green Operations and Organizational Performance. International Journal of Business and Social Science Vol. 5 No. 3;
- [16]. Yomi Kazeem (2018). A legal loophole has enabled years of environmental damage by global oil companies in Nigeria. January 30
- [17]. Vaughan, Adam (25 October 2016). “Renewables made up half of net electricity capacity added last year” – via The Guardian.
- [18]. Zhou, K., Ki, J., Zhou, N. and Su, C. (2008), “Market Orientation, Job Satisfaction, Product Quality, and Firm Performance: Evidence from China”, Strategic Management Journal, Vol. 29 No. 9, pp. 985-1000.
-