

Green HRM and Employability: The Influence on Attracting and Retaining Graduates in Mumbai City

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Abstract: This study finds out the awareness, perception, environmental consciousness, personal orientation, and influence of Green HR practices on job attraction and retention intentions of graduates in Mumbai City. The researchers used a descriptive research design to collect data from 200 graduates in Mumbai city. The researchers used One-Sample Wilcoxon Signed Rank Test and Rank-Biserial Correlation to analyse the data. The findings revealed that GHRM contributed to job attraction among graduates with a moderate effect size. On the other hand, lower effect size was found for retention intention of graduates which indicated that sustainability alone may not ensure long term employee retention. The study concluded that GHRM integration could enhance employer branding and attract environmentally conscious graduates. However, organizations would require stronger engagement to retain these graduate employees.

Keywords: GHRM, Job Attraction, Retention, Sustainable HR Practices, Environmental Sustainability

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