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Green Management: Need and Challenges

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ABSTRACT:

Human and industrial activities in the last many centuries have that much impacted on environment that resulted in the extinction and are endangering of many organisms .This alarmingly situation is threating human for its own survival, and needs human industrial activities to start transforming itself. This has compelled not only environmentalists but also corporates think, discuss and adopt newer concepts like green management. This paper tries to offer an overview of the idea of green management and discuss different types of challenges in green management practices while adopted by organizations. The paper attempts to contribute to the emerging field of green management and sustainable development.

Keywords: Green Management, Sustainable Development, Triple Bottom Line

Introduction:

Since the industrial revolution, we have been acting in ways that affect the balance of life on the Earth as whole. Previously the effects of human activities were more local, or regional, than global, but now impact is global. Business has always dependent on and impacted also on nature .The extraction of raw materials, managing them for the production of goods and services have generated waste also that has long been neglected by business for a long period of time.When we use natural resources without limit, the environment changes and many environmental signs like Global warming, floods, famines, tsunami earth quake appers as results.

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Business operations have also been emerged as one of the major factor for Environmental degradation. The 18th and 19th centuries degraded the natural surroundings to a higher extent and at a faster price than ever earlier than due to The Industrial Revolution. Each of these monumental environmental events is largely due to human activity, and specifically to our present arrangements of modern industrial society. Our activities in the last two centuries have brought us to the biophysical limits.

Sustainability and TBL

People now commenced to rediscover the concept that they have been part of nature. The combination of genuine adjustments in the surroundings and people‘s perceptions typically at this time delivered good sized public support for the environmental movement, particularly amongst the youthful groups the occurrence of ecological imbalances has created scientific consensus that is gradually approaching to the conclusion that the damage imposed by human activities on the natural environment should be called unsustainable activities and hence it leaded to coining of the term Sustainable development.

The modern concept of sustainable development is derived mostly from the 1987 Brundtland Report. The United Nations World Commission on Environment and Development defined sustainable development as one that- meets the needs of the present without compromising the ability of future generations to meet their own needs. Since the publication of Brundtland report by the United Nations, industry practice has embraced the notion that sustainability derives from focusing on the triple bottom line, TBL (Slaper& Hall, 2011)

The TBL approach pioneered by the Institute of Social and Ethical Accountability emphasizes that companies are responsible for multiple impacts on society, with associated bottom lines.

TBL as it is developing is a systematic approach to managing the complete set of a company‘s responsibilities.

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The triple bottom line (TBL) is a framework or theory that recommends that companies commit to focus on social and environmental concerns just as they do on profits. The TBL argues that instead of one bottom line, there should be three: profit, people, and the planet. A TBL seeks to measure a corporation's level of commitment to corporate social responsibility and its impact on the environment over time.

The TBL approach gives insight that how instituttions manage all three Responsibilities and attempts to account for these inter-related activity for a more balanced view of overall performance.

Corporates has been blamed for much of the environmental issues and has little choice but to include green management initiatives into all of their business functions.

Nattrass and Alto mare (1999) built a model for organizational adoption of green man agement practices through which organizations acquired awareness, responded to envi ronmental issues, and set environmental protection and restoration targets.

This paper attempts to identify such knowledge for the purpose of providing basic understanding in more cohesive form for the readers. Precisely, objective is to identify literature which builds an understanding of what the concept of green management stands for and to identify challenges in applying green management practices.

Definitions

One of the main reasons why a clear and detailed concept of green management is diff icult to interpret is that it is a relatively new term. There is relatively few works addressing the exact term ―green management‖ and most of the works focus on environmental management and environmental management systems (EMS) as ways to improve environmental and business performance .One of the most recent studies on green management defined the term as ―practices that produce environmentally-friendly products and minimize the impact on the environment through green production, green research and development, and green marketing‖ (Peng& Lin, 2008).

Typically, green management is labeled with a different nomenclature such as corpora te environment, environmental management or corporate sustainability.

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The various groups of researchers and practitioners identify and view each of these wo rds in a variety of ways.

some suggest that the concept of corporate environmentalism revolves around the objective of reducing waste, which in turn contributes to the organization‘s ultimate goal of making money .For others corporate environmentalism is something much more wide and deep than financial returns derived from waste reduction. (Banerjee, 2002) defines corporate environmentalism as ―the organization-wide recognition of the legitimacy and importance of the biophysical environment in the formulation of organization strategy, and the integration of environmental issues into the strategic planning process‖). Still some very important factors need to be incorporated in the definition such as continuous improvement, sustainability, and innovation.

Environmental management and corporate sustainability are also concepts used in clos e collaboration with or as a substitute for environmental management.
Both definitions seem to go beyond pure waste reduction and thus support the philoso phy of green management more accurately than the definition of corporate environme ntalism.

Barrow (2005) has acknowledged, Environmental management can refer to a goal or vision, to attempts to steer a process, to the application of a set of tools, to a philosophical exercise seeking to establish new perspectives towards the environment and human societies, and to much more besides.

Some have defined environmental management simply in terms of economic profit (e.g. (Denton, 1994)).

Sustainability in relation to corporate plan implies business opportunities to provide a long term solution, the need to enhance workplace efficiency and natural environment. Management sustainability has various nomenclatures, i.e. sustainable development of businesses and corporate social responsibility. Corporate sustainability cluster around People, Planet and Profit (3P) and seek to identify the way to balance between all this 3P.
Green management is the organization's broad method of applying technology to achie

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ve conservation, waste reduction, social responsibility, and competitive advantage thro ugh continuous learning and development, promoting environmental objectives and str ategies fully integrated with the organization's goals and strategies.

Challenges in Green Management:

Green management emphases on prevention and protection of environment quality and resource management. The Concept has no longer restricted to a specific area or location of country or a state but have large dimension of international issue. Changing dimension of corporate practice require more transparency and accountability on influence over natural environment. Corporates hence have to take green initiative. Some of the challenges has been identify as –

- Implementation of corporate green plan initially demand very high level of managerial & technical know-how with specialised trained skill worker (Callenbach et al., 1993)
- Difficulties arise when it comes to choose between corporate strategies such as dynamic preference, new customer preference, and customer boycotts in relation to pollution control and prevention
- It has been found that environment management system can only be effectively implemented if the corporate have the right people, at a right time with the right competency and skills (Daily & Huang, 2001) [2]
- Corporate have to develop innovative-focused environmental initiative program and event that have a very effective and efficient impact on sustainable competition (Callenbach et al., 1993)
- Management and Investors must comprehend that green management strategy is a long-term investment opportunity, it’s a new concept, and it will take time to adapt with business environment.
- The ground level awareness is much vital and it require lots of care, direction and cost (eg., Collins and Clark, 2003; Mendelsonand pillai,1999) [3].

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- Lack of knowledge skill and awareness of green initiatives is also a major challenge at corporate and national level. They find difficult to implement such green movement. The consumer& producer required to be made more conscious and they should be provided knowledge and education concerning environmental threats and consequences. Lots of time and effort will take to implement as it required to reaching to the masses.

Conclusions:

Green management is emerging as a promising field for the future for the sustainable development. Green management is a revolutionary movement and is promoting the sustainability to the human being and corporates. The growth of this field is necessary as environmental problems from industrial continue. There are still considerable gaps and future directions for that managers and needs to be made aware.

Greening of the economy not only needs to produce goods and services that support greener outcomes way but also to produce goods in a more resource efficient way such as less use of paper and solar energy solutions.

However, since the environment is a complex, and widespread system, protecting tit is a tough and persistent job. The present pollution issues in the environmental needs to be resolve through step by step and continue efforts. Environment targets can be achieved by continuous planning, governmental policies, efforts of the enterprises and public participation.

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