

International Summit on Industrial Engineering

December 08-10, 2014 DoubleTree by Hilton Hotel San Francisco Airport, USA

What drives multinational companies in Malaysia to green its human resource management that leads to sustainable organization?

Yusliza Mohd Yusoff and Nur Zahiyah Othman
Universiti Sains Malaysia, Malaysia

Green Human Resource Management (HRM)'s term in Malaysian multinational companies is still young and not so familiar though strategies for environmental protection at organizational level have been implemented. The aim of this study is to investigate 'what' drives Malaysian multinational companies to green its human resource management that can directly influence sustainable organization. Semi-structured interviews were conducted in four large manufacturing companies situated in Free Trade Zone areas in Penang and Kedah, Malaysia. The respondents of the study are HR shared service director, Senior HR managers, and HR Managers, which able to represent the companies in general. Based on the interviews, the manufacturing companies adopt green HRM depends on the legal requirements, organizational and environment factors. The results found in the paper provide clear evidence on the key drivers that fostering Green HRM in Malaysian multinational companies. Moreover, while most previous studies on Green HRM have been conducted in Western countries, the present study fulfills the gap in literature by identifying the drivers of green HRM practices from an East country.

Biography

Yusliza Mohd Yusoff is currently PhD Programme Manager and a Senior Lecturer at the Graduate School of Business, Universiti Sains Malaysia (USM). She obtained a PhD in Administrative Science from Universiti Teknologi MARA, Malaysia. Her current research interests include repatriation and international students' adjustment, HR roles, HR competencies, E-HRM, HRM effectiveness, empowerment, Green HRM, and topics in Organisational Behaviour. She currently holds a number of research grants from USM, the Malaysian Ministry of Higher Education, and MOTOROLA, under the topics of E-HRM, International Students Adjustment, OSH, Academic Leadership, Academic Mobility, Bureaucracy, and Brain Drain.

yusliza1977@yahoo.com