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The Strategic Influence of Green HRM on Corporate Brand Equity: A Longitudinal Case Analysis of LG Corporation

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Abstract

As global environmental consciousness intensifies, organizations are increasingly pressured to align their operational strategies with ecological preservation. Following global mandates like the UN Sustainable Development Goals (SDGs), "Green Human Resource Management" (GHRM) has emerged as a vital framework for institutionalizing sustainability. This paper explores the integration of GHRM practices—including eco-centric recruitment, green training, and digitalized workflows—within LG Corporation. Using a descriptive-analytical approach, the study evaluates how these initiatives enhance employee engagement and bolster corporate image. Findings suggest that LG's systematic transition to green HR functions has not only improved operational efficiency but also significantly elevated its brand perception among eco-conscious stakeholders.

Keywords: Green Human Resource Management (GHRM), Sustainability, Employee Engagement, Corporate Image, LG Corporation

1. Introduction

The contemporary business landscape is undergoing a paradigm shift where profitability is no longer the sole metric of success; environmental stewardship is now a core determinant of market longevity. The emergence of Green Human Resource Management (GHRM) represents the intersection of environmental management and human capital strategy. By embedding eco-friendly policies into the employee lifecycle, organizations can transform their workforce into a driver of sustainability.

Climate change is no longer a peripheral concern for scientists alone; it is a central risk factor for global commerce. From large-scale flooding to volatile climate alterations, the evidence of global warming has necessitated a rethink of industrial habits. The United Nations' 2030 Roadmap for Sustainable Development Goals (SDGs) serves as a clarion call for the private sector to move beyond symbolic gestures of Corporate Social Responsibility (CSR) and toward integrated environmental management.

LG Corporation, a global technological powerhouse, serves as a primary example of this transition. By adopting paperless operations, energy-efficient workplace architectures, and sustainability-focused training, LG has moved beyond traditional HR to a "Green" framework. This shift is not merely ethical but strategic, as it directly influences how investors, consumers, and employees perceive the brand in a competitive, ethics-driven market. This paper aims to dissect the components of GHRM within LG and quantify their impact on the firm's corporate reputation.

2. Theoretical Framework and Literature Review

2.1 The Concept of GHRM and Sustainability

Sustainability in the corporate context refers to development that meets current organizational needs without compromising the ecological resources of future generations (Brundtland Commission, 1987). Historically, HR was seen as a purely administrative function. However, the Resource-Based View (RBV) of the firm suggests that human capital is a unique source of competitive advantage. When this capital is "greened," it creates a barrier to entry for competitors who lack a sustainable culture.

Renwick, Redman, and Maguire (2013)^[9] were among the early proponents who posited that

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GHRM is the engine of corporate sustainability. They argued that for an environmental policy to be effective, the people implementing it must be recruited, trained, and rewarded based on environmental criteria.

2.2 The Ability-Motivation-Opportunity (AMO) Theory in GHRM

To understand how GHRM works at LG, we can apply the AMO theory:

- **Ability:** LG enhances employee "Green Ability" through eco-focused recruitment and specialized training programs.
- **Motivation:** The Company uses performance appraisals that include environmental KPIs to motivate staff.
- **Opportunity:** Through "Global Volunteer Days" and "Green Circles," LG provides employees the opportunity to engage in pro-environmental behaviors (PEB).

2.3 GHRM and Employee Behavioral Outcomes

Scholars like Ahmad (2015)^[1] argue that GHRM practices—such as environmental awareness workshops—significantly boost employee morale. When employees perceive their organization as socially responsible, their level of organizational commitment increases. Dumont, Shen, and Deng (2017)^[3] further emphasize that GHRM creates a "psychological climate" where employees feel their personal values align with the firm's eco-mission, leading to higher job satisfaction and lower turnover.

2.4 Impact on Corporate Reputation

Corporate image is a psychological construct held by stakeholders. Zoogah (2011)^[12] highlights that GHRM serves as a signaling mechanism, informing the public that the firm is committed to social good. In the electronics industry, where the environmental footprint (e-waste and energy consumption) is high, such reputations act as a "Green" competitive advantage. A positive corporate image attracts "Green Investors" and "Green Consumers," both of whom are willing to pay a premium for ethical reliability (Saeed *et al.*, 2019)^[10].

3. The LG Case: Implementing Green HR Functions

LG Electronics has institutionalized GHRM through several distinct pillars:

3.1 Green Recruitment and Selection

LG has transitioned to a digital-first recruitment process, significantly reducing the carbon footprint associated with physical documentation and travel. Furthermore, the company's employer branding emphasizes its commitment to the environment, attracting "Gen Z" and "Millennial" talent who prioritize purpose over paychecks.

3.2 Green Training and Development

Education is the cornerstone of LG's strategy. Their training modules don't just cover technical skills; they include sessions on energy conservation, waste management, and the circular economy. By 2023, LG increased its average training hours focused on environmental topics to 143 hours per year.

3.3 Green Performance Management and Rewards

LG has integrated environmental criteria into its performance appraisal systems. Managers are evaluated not just on sales targets, but on how effectively their departments reduce energy consumption or implement recycling initiatives. Compensation and recognition programs, such as "Green Employee of the Month," provide tangible incentives for ecological innovation.

4. Research Methodology

This study utilizes a **descriptive and analytical research design** to examine the nexus between GHRM and brand image.

4.1 Data Collection

A hybrid approach was used:

- **Primary Data:** Surveys conducted with 150 respondents (100 LG employees, 20 senior managers, and 30 external sustainability consultants). The survey used a 5-point Likert scale to measure "Perceived Green HRM Effectiveness" and "Perceived Brand Value."
- **Secondary Data:** Analysis of LG's Annual Sustainability Reports (2021–2023) and ISO 14001 compliance documents.

4.2 Sampling and Analysis

The study employed stratified random sampling to ensure cross-departmental representation. Quantitative data were analyzed using Correlation and Regression Analysis in SPSS to determine the strength of the relationship between GHRM variables and the Corporate Image Index.

5. Data Interpretation and Discussion

Based on LG's operational data from 2021 to 2023, there is a clear upward trajectory in all sustainability KPIs:

Table 1: LG Sustainability and GHRM Growth Metrics

Year	Green Training Hours (Avg)	Employee Engagement Rate (%)	Safety Index (out of 5)	Corporate Image Index
2021	105	65	3.8	80
2022	125	72	4.1	85
2023	143	78	4.3	90

5.1 Discussion of Findings

The data indicates a strong positive correlation ($r = 0.89\$$) between Green Training Hours and the Corporate Image Index. This suggests that as employees become more environmentally literate, their outward interactions with customers and stakeholders reflect a more responsible brand identity.

Furthermore, the improvement in the Safety Index (reaching 4.3 in 2023) highlights the success of the SHEE (Safety, Health, Environment, and Energy) management system. A safe and green workplace reduces industrial accidents, which are often "image killers" for multinational corporations. By maintaining a high safety and environmental standard, LG mitigates negative publicity and fosters a culture of trust.

6. Challenges in Implementing Green HRM

While LG serves as a model, the transition is not without hurdles:

- High Initial Capital Expenditure:** Implementing paperless systems and energy-efficient "Smart Offices" requires significant upfront investment.
- Cultural Friction:** In global operations, different regions have varying levels of environmental awareness. Aligning a workforce in Seoul with one in a developing market requires localized HR strategies.
- Resistance to Change:** Older employees may find the transition to digital, "green" workflows disruptive to their established routines.
- Greenwashing Risks:** There is a constant pressure to ensure that "Green" claims are backed by data. Failure to do so can lead to "greenwashing" accusations, which can irreparably damage a corporate image.

7. Recommendations for Future Implementation

To sustain its leadership in GHRM, LG and similar organizations should consider the following:

- **Gamification of Sustainability:** LG could implement an internal "Green App" where employees earn points for carpooling, reducing paper use, or suggesting energy-saving ideas. These points could be redeemed for extra leave or benefits.
- **Green Reward Alignment:** Moving beyond symbolic rewards to financial incentives linked to carbon footprint reduction at the departmental level.
- **External Auditing:** Regular third-party audits of HR practices (e.g., B-Corp certification or specialized ISO standards) would provide external validation to stakeholders.
- **Circular HR:** Encouraging "Green Exit" interviews to understand why employees leave and how the company's environmental culture influenced their decision, using that data to refine recruitment.

8. Conclusion

The case of LG Corporation demonstrates that Green HRM is no longer an optional "CSR additive" but a core strategic necessity. The empirical evidence from 2021–2023 shows that investing in the "greening" of the workforce leads to tangible improvements in employee engagement and, most importantly, corporate brand equity.

By aligning human capital with environmental goals, LG has successfully transformed its internal culture into an external marketing asset. This study concludes that GHRM is a powerful tool for building a resilient, ethical, and competitive brand in the 21st century. As global regulations tighten and consumer preferences shift toward the "Green Economy," firms that fail to integrate GHRM will likely find themselves at a disadvantage, both in the labor market and the consumer market.

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