



Strategic Interest 01 – Business for Society (B4S)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T01_04 E-Green HRM: the next challenge to manage people

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Short Description

The new information and communication technologies (ICT) and environmental concerns are two of the main drivers of present and future change in terms of Human Resources Management (HRM). The first study area is usually known as “e-HRM”, and the second as “Green HRM”. The core areas of HRM have been adopting digital formats and incorporating policies/practices to promote sustainability. Their potential for crossfertilization allows the term “E-Green HRM”. This track intends to provide a meeting point for discussion and a reimagining of the challenges, opportunities and long-term outcomes of E-Green HRM. Contributions are welcome in either one of these areas, or where they come together.

Long Description

The new information and communication technologies (ICT) and environmental concerns are two of the main drivers of present and future change in terms of Human Resources Management (HRM). Each of them has brought major challenges to the world of work and business, producing new forms of organization, transforming production, management and

governance systems, and changing where and how people work, as well as their idea of work itself. The study area usually known as “e-HRM” has addressed ICT, and “Green HRM” is the name given to environment-related academic HR research. Given the potential for their crossfertilization, we suggest the term “E-Green HRM” as the main challenge over the next few decades for HRM. The core areas of HRM have adopted digital formats which facilitate automation, remote access, collaborating and sharing information, continuous feedback, and innovative learning tools/platforms. At the same time, those core areas have also incorporated environmental concerns, in line with the global interest today in ecology and climate change, and this is reflected in objectives, policies and practices for the sustainable use of resources within organizations so as to promote businesses’ sustainability and social responsibility (Ahmad, 2015). Crafting a green organization implies employees devoted to green ideology. Therefore HRM should strive to attract those people through innovative practices of recruitment and selection, training, performance appraisal and most importantly, using motivating tools to maintain the engagement of all employees to achieve green objectives (Renwick, Redman & Maguire, 2013). Being electronic is the first step, but the challenge demands more! Demands to turn into E-Green HRM. Given the mentioned above, we see the “marriage” of both areas as a major breakthrough in the sense that they include strategic HR activities. Alongside the operational and strategic advantages of e-HRM (such as automation of HR work, cost savings, speed response times, employee participation, mentioned by Lengnick-Hall & Moritz, 2003; Ruël, Boundarouk & Looise, 2004), and green-HRM (e.g. as a form of “employer branding”, for example, referred by Renwick et al, 2013), there are nonetheless some problems in their adoption (e.g. work stress; data security; risk of distancing between HR managers, supervisors and employees; “green rhetoric” void of effective content, etc.). Since ICT and green concerns are leading to remarkable changes in organizations and HRM, future research is needed. This track intends to provide a meeting point for discussion, reflection and a reimagining of the challenges, opportunities and long-term outcomes of E-Green HRM. Contributions are therefore welcome in either one of these areas, or where they come together.

Publishing Outlets:

Journal of Business Research, International Journal of Human Resource Management, Journal of Managerial Psychology, International Journal of Management Reviews, Journal of Cleaner Production, Human Resource Management Review.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.