

Green human resources management and its role in citizen behavior in Maragheh city municipality

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ABSTRACT

The general purpose of this article is to investigate the management of green human resources and its role in citizen behavior in the municipality of Maragheh city. The statistical population includes the employees of Maragheh municipality in 2018, and their statistics are based on the received information of 640 people, and the estimated sample is 240 people, which was taken from the society by stratified random sampling method. To collect data, two items of the Green Human Resource Management Questionnaire by Jenny Dumont et al., 2016 with a reliability of 0.87 and Fareh et al.'s 1996 citizenship behavior questionnaire with a reliability of 0.91 were used. Structural equation modeling method has been used to test the hypotheses. This research was conducted using SPSS 22 and Lisrel 8.80 software to examine the model and test the hypotheses. First, the variables of the research were described using the mean and standard deviation indicators, then the normality of the distribution of the variables was investigated using the Kolmogorov Smirnov tests. In the following, factor analysis was performed for each of the research variables, and finally, using structural equation modeling, the main and sub-hypotheses of the research were examined. The results showed the significant impact of green human resource management on citizenship behavior and its dimensions. It was also found that green human resource management has the greatest impact on work conscience and the least impact on protection.

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Introduction

Today, one of the important tools for creating transformation and survival of the organization and reaching the desired goals is the human element. In the meantime, what gives life to the category of transformation and guarantees the survival of the organization is human resources, the role of man in the organization and the way he is viewed will have a significant contribution to the success or failure of the organization. With the beginning of the third millennium, the role of human resources has become more colorful every day and now it is mentioned as the only factor of achieving success and sustainable competitive advantage in the organization. This has come true especially in today's society (Ahmadi et al., 2015). Human resource management means understanding the importance of an organization's human resources, which gives form and meaning to the organization's excellence, attention to customers, entrepreneurship, quality,



and the like. In fact, growth and development and increasing the level of abilities and organization of human resources of an organization in order to achieve the organization's goals are summarized in the perspective and intellectual level of human resources management, and this management level has a great contribution to the success and failure of the organization (Edises, 2013). In general, it can be said that human resource management consists of: recruiting and hiring, training and improving, employing and appointing, keeping human resources in order to achieve organizational goals. should be designed based on these processes (Sadat, 2016: 5).

Research assumptions

The main hypothesis

1. Green human resource management has an effect on citizen behavior in Maragheh city municipality.

Sub-hypotheses

1-1 Green human resources management has an effect on work conscience in Maragheh city municipality.

1-2. Green human resource management has an effect on personal mutual coordination in Maragheh city municipality.

1-3. Green human resource management has an effect on the morale in the municipality of Maragheh city.

1-4. Green human resources management has an impact on the protection of human resources in Maragheh city municipality.

1-5. Green human resource management has an effect on politeness in the municipality of Maragheh city.

1-6. Green human resources management has an effect on social customs in Maragheh city municipality.

1-7. Green human resource management has an effect on altruism in Maragheh city municipality.

Research method

In the analysis of the questionnaire, inferential and descriptive statistical topics have been used. The software used for data analysis are Excel, SPSS 22 and Lisrel 8.80. Data analysis is a multi-step process during which the data obtained through the use of collection tools in the statistical sample (community) are summarized, coded and categorized and finally processed to establish the types of data. Analyzes and connections between these data are provided in order to test the hypotheses. Research is done for two different purposes. First, to solve the problems that currently exist, and second, to add to the collection of human knowledge in a specific field that is of interest to the researcher. When we do research with the aim of having the results of the findings to solve the problems in the organization, we call it applied research. (Sakaran, 1381). Considering that the results of this research can clarify the role of green human resource management in citizenship behavior and lead to the promotion of citizenship behavior in Maragheh municipality, therefore, the current research is of an applied type. Also, considering that in descriptive research, the researcher is looking for how the subject is and wants to know how the phenomenon, variable, object, or subject is, the current research is descriptive and survey type. In other words, this research examines the current situation and deals with the regular and systematic description of its current situation and studies its features and characteristics (Hafez Niya, 2011).

Statistical Society

The statistical population is a number of desirable elements that have at least one characteristic feature (Azer and Momeni, 2015). The definition of statistical population should be comprehensive. That is, this definition should be expressed in such a way that it includes all the studied units from the point of view of time and place, and at the same time, according to it, the inclusion of units that should not be studied should be avoided. (Sarmed et al., 2017). The statistical population of this research is 840 employees of Maragheh municipality.

Sample size

The sample consists of people whose characteristics are similar to the characteristics of the society, representative of the society, and have consistency and homogeneity with the people of the society, since structural equations are used for data analysis in this research, A sample equal to the statistical population and 640 people is considered.

Sampling

In the research, the researcher should select the sample group in a way that is representative of the statistical population and includes its characteristics as much as possible. If the appropriate sampling plan is not used, the large sample volume will not lead to an increase in the generalizability of the findings to the statistical population. According to Morgan's table, the number of samples is equal to 240 people who were selected by simple random sampling method.

Data collection method

Library studies and field research methods will be used to collect information. Therefore, according to the data collection, there were two types of documents review tools and questionnaires. In the review of documents and documents, in order to collect information in the field of theoretical foundations and research literature, the necessary sources, articles, books and also the global information network were used. The data collection tool in this research is two standard questionnaires which are defined according to the operational definition of research variables based on the theories of experts in this field.

To confirm the validity of the questionnaire, despite its standard nature, professors and expert experts were used.

The said questionnaire consists of three parts. The first part includes a brief explanation of the questionnaire and how to complete it in order to make the respondents more clear. The second part includes personal information with demographic questions such as gender, educational level, etc. of the respondents. The third part is based on the Likert scale and the respondents have specified their opinion by choosing one of the scales

In this chapter, using SPSS 22 and Lisrel 8.80 software, the model was investigated and the hypotheses were tested. First, the variables of the research were described using the mean and standard deviation indicators, then the normality of the distribution of the variables was investigated using Kolmogorov Smirnov tests. Further, factor analysis was performed for each of the variables of the research, and finally,

the main and sub-hypotheses of the research were investigated using structural equation modeling. The results showed a significant relationship between green human resource management on citizenship behavior and its dimensions. It was also found that green human resource management has the greatest impact on work conscience and the least impact on protection.

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