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Green Hrm-the Case of Unilever

Ioanna Dimitrakaki

International Hellenic University of Greece, Greece

Abstract

Concerns regarding environmental protection and the adoption of more ecological and cleaner production processes have shown a steadily increasing trend. Environmental pressures have compelled organizations to become more sensitive to the growing demands of both consumers and the market, as well as to comply with various legal obligations. This indicates that contemporary organizations face pressure from multiple stakeholders, including customers, governmental bodies, and regulatory authorities. Concurrently, a significant shift is observed as the publics related to organizations and their actions become more informed and stringent. This implies that organizational actions are no longer evaluated in the same manner as in the past. An organization may be deemed operationally successful but face numerous challenges when assessed more holistically, for example, in terms of organizational ethics. In particular, consumers are increasingly well-informed and critical, frequently rejecting companies or brands based on feedback or an overall assessment of corporate behavior. Their focus typically extends beyond the benefits they receive from an organization to include its overall performance on ethical and environmental sensitivity issues. In other words, contemporary organizations are subjected to a more multidimensional and complex evaluation compared to earlier times. Therefore, modern organizations bear an increased responsibility to achieve sustainable outcomes in general, and specifically to mitigate the environmental impacts they cause. This means they are more accountable than ever regarding the results of their actions, their intentions, and the levels of commitment they demonstrate in relation to these concerns. In the present paper the concept of Green HRM was studied, using the case study, research technique.

Keywords: Hrm, Organization, Environment