

# Gamified Green HRM: Leveraging Immersive Play Learning to Drive Employee Innovation and Sustainable Growth

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## ABSTRACT

Organisations are embracing Green Human Resource Management (GHRM) practices to foster sustainability and encourage employee creativity in response to growing environmental concerns. Utilising the Theory of Planned Behaviour (TPB) as a theoretical basis, this study investigates the effects of GHRM that incorporates Gamification and Immersive Play Learning (IPL) on the innovative behaviour of employees and the sustainability of organisational growth. According to TPB, the degree to which employees engage in environmentally conscious and creative actions is heavily impacted by their attitudes, subjective norms, and perceived behavioural control. Businesses can provide their staff with more practical knowledge of environmental sustainability by utilising immersive play-based learning techniques including gamified sustainability training, VR simulations, and interactive problem-solving exercises. Employees are more likely to engage in innovation driven by sustainability if this strategy encourages motivation, creativity, and skill development. Improved problem-solving, operational efficiency, and environmental performance are outcomes of eco-innovation fostered by employees who perceive strong organisational support for green initiatives. Additionally, the study emphasises that organisational culture and leadership commitment play a significant influence in determining the effectiveness of Gamified GHRM. Employees are encouraged to incorporate sustainability into their daily work when they are part of an innovation-driven culture and have a supportive leadership framework that enhances the benefits of immersive play learning. To reach its full potential, however, this strategy must overcome obstacles including limited resources, scepticism about gamification, and the necessity to adjust regulations. By presenting a new theoretical framework that connects GHRM, immersive play learning, staff creativity, and long-term growth via TPB, this study adds to the current body of knowledge. The potential of digital gamification technologies to improve green HR strategies in many businesses should be investigated in future empirical research. Businesses can promote sustainability, long-term innovation, and corporate social responsibility by incorporating immersive learning into their HR policy.

**Keyword:** Green Human Resource Management (GHRM), Immersive Play Learning (IPL), Theory of Planned Behaviour (TPB).

