

Title: Green human resource management and employee ecological behaviour: Testing green culture and green satisfaction as parallel mediators in Malaysian higher education

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Abstract: This research examines the influence of green human resource management (green HRM) on employee ecological behaviour (EEB) by drawing on Ability-Motivation-Opportunity theory. The mediating roles of green culture and green satisfaction are also investigated. The paper employs a quantitative design using a convenience sampling technique/approach by collecting data using a structured questionnaire from 308 academics working in the Malaysian higher education institutions. Partial least squares-structural equation modelling is employed to verify the proposed hypotheses. The results demonstrate that green HRM positively impacts green culture and green satisfaction. Furthermore, green satisfaction positively influences EEB, where it fully mediates the association between green HRM and EEB. These results are helpful for HR professionals and senior management in terms of how green HRM may impact employee green outcomes. To date, the literature on green HRM in the higher education context is limited. This study not only enriches the general literature on green HRM but also offers a novel contribution regarding the introduction of green culture and green satisfaction as mediating variables in the association between green HRM and EEB.

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