

Environmental Leadership and Pro-Environmental behaviour: A moderated mediation model with green rewards, self-efficacy and training

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Abstract

Purpose-The aim of the study is to identify the association between environmental leadership and pro-environmental behavior in middle level employees. The study, further emphasizes on mediation of the relationship by green rewards and green self-efficacy, moderated by green training.

Design/methodology/approach- To find the reliability and validity of the model, confirmatory factor analysis was used. Pearson correlation was used to explore the relationship between variables. PROCESS macro of Hayes (2013) was used to test mediation and moderated mediation.

Findings- Environmental leadership influenced pro-environmental behavior in middle level employees. Green rewards and green self-efficacy mediated the relationship. Green training moderated the mediated relationship of green rewards and green self-efficacy between EL and pro-environmental behavior.

Research limitations/implications- Longitudinal study can be conducted on how pro-environmental behavior changes in different time horizons. This work can be further extended in different context and increasing the sample size.

Practical implications- This work will encourage the organizations to build pro-environmental behavior at workplace by introducing environmental leadership style, along with green rewards and promoting self-efficacy with the central role of environmental training to facilitate environmental behavior.

Originality/value- This is a fresh contribution in the area of environmental leadership and pro-environmental behavior in IT firms; organizations should develop environmental leaders to promote pro-environmental behavior in employees.

Keywords- Environmental leadership, Green rewards, Green self-efficacy, Green training, Moderated mediation.

Paper type- Research paper