


# Chapter 5


## Green Culture Pro– Environmental Behaviors and Organizational Environmental Sustainability on Green Human Resources Management and Green Transformation

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### ABSTRACT

*This study examines how green culture, pro-environmental behaviors, and organizational sustainability affect green human resources and green transformational leadership. The study assumes that the shared values of green culture within organizations lead to pro-environmental behaviors, which then influence organizational actions and interpretations. These factors define appropriate behavior in green human resource management and guide transformational leadership for organizational*

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*change towards adopting a green organizational culture. The method used in this study involves analytical, descriptive, and reflective techniques based on theoretical and empirical literature review. The study concludes that sustaining a green organizational culture and promoting pro-environmental behaviors in sustainable organizations require the support of green human resource management and green transformational leadership.*

## INTRODUCTION

Culture is a holistic concept within an organization. Green culture pertains to environmental issues (Tariq, Jan, and Ahmad, 2016). Organizations require a cultural shift to address environmental concerns (Stead & Stead, 1994). Research on green culture and behavior provides valuable insights to promote changes in organizations and society, aiming to improve through human involvement, which holds significant value (Ogiemwonyi & Harun, 2018). Ecological practices in organizations protect the environment and human health, reduce harmful emissions and energy consumption, manage waste materials, and provide a sustainable environment. To become greener, organizations need to integrate human resource management practices and green leadership into environmental sustainability management.

The cultural theory leads to the environmental debate on the cultural antecedents regarding the axiological, technological, informational, action oriented green culture approaches for environmental culture (Ermolaeva, 2010). Green culture, framed by the cultural theory, is examined as a sharing of beliefs, attitudes, values, and norms that connect human beings with nature and technology. Behavioral theory frames green culture rooted in psychology bound by cultural values and incorporated into societal analysis (Ermolaeva, 2010; Yang, Sun, Zhang, and Wang, 2017; Altman, 1980; Gurbuz and Ozkan, 2019; Chan and Lau, 2000; Kluckhohn and Strodtbeck, 1961).

Culture of life rhetoric may be revitalized and supported by the green culture of life and environmentalism policy to understand life as an environmental and green concept. The culture of life combines a passion for others, natural and cultural diversity, and geopolitical equality. Social justice, etc. (Ladino, 2008). Organizational culture is the set of shared assumptions that guide organizational actions and interpretations and define the appropriate behavior for different situations (Ravasi & Schultz, 2006). Organizational philosophy is an internal force when environmental objectives and green issues are incorporated into the organizational strategy.

Normative and social perspectives integrate green organizational culture and transformational green leadership into a model to analyze public discretionary pro environmental behaviors. Transformational green leadership, green human resources and green organizational culture are assessed in their role of contextual and orga-

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