Chapter 7
Psychological Green Climate for Environmental Sustainability in Selected Public Universities in Lagos, Nigeria

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ABSTRACT

The success of an organisation's environmental sustainability agenda is contingent on the personal environmental beliefs of its employees and their pro-environmental behaviours. This study examined psychological green climate and environmental sustainability in selected public universities in Lagos. This study adopted a descriptive design anchored on a positivist research philosophy. Multi-sampling techniques were used, and a sample size of two hundred and seventy-nine respondents from five selected public universities made up the study, with responses harvested through a structured questionnaire. Findings heralding from the study stipulated that individual green values were positively associated with environmental well-being. A significant relationship was found between green employee behaviour and green creativity.

The study holds that a psychologically green climate could enhance individual green values and influence their conviction towards effective accomplishment of environmental objectives by addressing environmental challenges and creatively carrying out green initiatives.

INTRODUCTION

Environmental awareness and sustainability concerns have topped the front burner of debates across the universe as well as the human resource management literature. This is because the activities of man over the years have had negative outcomes on the texture of the environment via constant degradation (Sokefun, Oderinde & Olanipekun, 2023). This has posed a significant threat for inhabitants across the globe and human endeavours and operations have been adjudged as primary contributors (Swim, Gillis & Hamaty, 2019). On this ground, invaluable contributions have been provided by previous studies, which foregrounded that control mechanisms such as environmental safety, operational control, health management systems and monitoring activities play cardinal roles in the accentuation of environmental sustainability (Leung & Rosenthal, 2019; Peng & Lee, 2019).

However, this study takes a departure from the above by examining psychological green climate as a panacea for enhancing environmental vitality particularly from the Nigerian point of view. First, it has been contended by scholars that formal control mechanisms are not sufficient to handle environmental concerns, which are complex and convoluted in nature (Ahmed, Guo, Qureshi, Raza, Khan & Salam, 2021). Rather, issues bordering on sustainability can be better approached through the altruistic efforts and discretionary ethics of the employees (Robertson & Berling, 2013, 2017; Robertson & Carleton, 2018; Saeed et al., 2018).

Nonetheless, Robertson and Barling (2017) accentuated that studies on how management can encourage the demonstration of eco-friendly and pro-environmental behaviour is still at a sprouting stage; and from the Nigerian dimension, it is still at its infancy. Thus, there have been growing global outcry on the identification of organisational as well as managerial behaviours that can encourage eco-affable and pro-environmental behaviors in order to reduce the detrimental effects of activities both academic and corporate operations on the environment without sacrificing their profits (Testa et al., 2018; Suganthi, 2019). Therefore, in lending credence to this yet growing field on eco-friendly behaviours, this study critically addresses environmental sustainability from the purview of psychological green climate through the lens of individual green values, environmental well-being, green employees' behaviour and green creativity; dwelling on the social cognitive theory and norm activation model respectively. Demonstrating appropriate normative actions via personal

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