


# Chapter 7

# Green Leadership and Cultural Transformation

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## **ABSTRACT**

*The urgent challenge of climate change necessitates a shift in leadership and organizational culture to foster sustainability. This chapter explores Green Leadership as a transformative approach that integrates environmental responsibility into organizational goals. It examines the role of Cultural Transformation in embedding sustainability within corporate ethos through leadership-driven strategies. Theoretical frameworks, including Transformational Leadership and Ecocentric Leadership, are analyzed alongside HRM initiatives that promote sustainable practices. Case studies illustrate successful implementations, highlighting challenges such as resistance to change and greenwashing. The chapter concludes with insights on emerging sustainability trends, ESG frameworks, and HRM's role in driving innovation. By aligning leadership, culture, and sustainability, organizations can become proactive agents of environmental change and resilience.*

## **1. INTRODUCTION**

Corporates must act swiftly and decisively in response to environmental threats as the climate change catastrophe worsens. According to Alemu (2025) and Khaddage-Soboh et al. (2024), corporates are required to do more than just comply with climate change regulations; they should implement policies that make sustainability their top priority. Environmental consciousness aside, this change is essential for

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staying competitive and resilient in the face of a dynamic global market (Mushtaq & Akhtar, 2024).

## **1.1 The Evolving Role of Leadership and HRM in Sustainability**

The key to developing sustainability and organizational resilience now lies in leadership and HRM. According to recent studies, leaders play a pivotal role in creating a sustainable culture by establishing a vision and motivating followers to work together to achieve that vision (Nakra & Kashyap, 2024). Human resource management makes this goal a reality by strengthening an organization's resilience to regulatory, environmental, and operational shocks via the incorporation of green principles into hiring, training, and performance evaluation (Mushtaq & Akhtar, 2024). Research has shown that sustainable human resource management techniques improve organizational resilience and have a positive impact on society, the economy, and the environment.

## **1.2 Defining Green Leadership and Cultural Transformation**

The term “green leadership” describes a style of management that encourages creativity, works to reduce waste, and unites workers in a common effort to protect the environment. According to Khaddage-Soboh et al. (2024), this kind of leadership is characterized by a focus on sustainability rather than environmental stewardship as an afterthought. In this setting, cultural transformation refers to the process of altering the beliefs, conventions, and practices inside an organization in order to back and maintain environmental programs. According to Srivastava et al. (2024), a green organizational culture acts as a go-between for leadership and environmental performance. It does this by establishing a common set of values that influences how employees think about and act in regard to sustainability.

## **1.3 Scope and Significance**

To achieve environmental performance and resilience, organizations must strategically align their leadership behaviors, HRM practices, and organizational values. This is what green leadership and cultural change are all about. According to research conducted by Khaddage-Soboh et al. (2024) and Srivastava et al. (2024), a green transformational leadership style and an environment that promotes sustainability are crucial for attaining significant and long-term results. (Nakra & Kashyap, 2024; Mushtaq & Akhtar, 2024) In this age of ecological complexity, organizations that effectively include these factors are in a better position to innovate, react to external shocks, and preserve stakeholder confidence.

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