

**IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT
(GHRM) ON FIRM'S ENVIRONMENTAL PERFORMANCE
WITH THE MEDIATING EFFECT OF GREEN
ORGANIZATIONAL CULTURE IN SELECTED BANKS IN
MATALE DISTRICT**

By

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REG NO: EU/IS/2019/MS/092

INDEX NO: MS 2272



FCM2964

**Project Report
Main Library, Eastern University, Sri Lanka**

A Project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration Honours (BBAHons).

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2025



ABSTRACT

GHRM includes the integration of green management principles into HR activities such as recruitment, selection, training, employee growth, and performance evaluation. This research examines the influence of GHRM on the environmental performance of certain selected banks in Sri Lanka's Matale district, maintaining a special interest in the mediating role of green organizational culture.

The study relies on the premise that while GHRM may independently have an impact on environmentally conscious behaviors of employees, the success would be significantly enhanced if supported by a culture of the organization based on green values. Green organizational culture in this study refers to organizational shared values, beliefs, and norms that drive environmental sustainability and impact employee behavior towards environmentally conscious practice.

Despite the increased adoption of green practices in business, especially in sectors like banking whose effects spread across the economy, empirical evidence regarding the convergence of GHRM, green organizational culture, and environmental performance nationally in developing economies like Sri Lanka has been scarce. To bridge this gap, this research investigates: (1) the position of GHRM practices, green organizational culture, and environmental performance in the selected banks; (2) the interaction between these three variables with each other; and (3) the mediating role of green organizational culture in the interaction between GHRM and environmental performance.

In a structured research design, the study aims to make meaningful contributions for policymakers, bank managers, and human resource practitioners who want to associate staff development with greater environmental goals. The study is expected to benefit scholarly wisdom through highlighting the integrative role of culture in promoting the effectiveness of green HR practices and making pragmatic recommendations for building environmental sustainability in the banking sector. Finally, the present study emphasizes integrating environmental values not just in HR policies but also in organizational culture for sustainable performance and ecological footprint in the long run.

Key words: *Green Human Resource Management (GHRM), Environmental Performance, Green Organizational Culture, Environmental Sustainability*

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