

**THE IMPACT OF GREEN ORGANIZATIONAL CULTURE ON  
SUSTAINABLE ENVIRONMENTAL PERFORMANCE WITH THE  
MEDIATING ROLE OF EMPLOYEE GREEN CREATIVITY**



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## ABSTRACT

In today's rapidly evolving business landscape, environmental sustainability has emerged as a strategic priority for organizations. In this context green organizational culture plays a vital role in fostering environmentally responsible behavior. Hence, this study aims to examine the impact of green organizational culture on sustainable environmental performance, with a special focus on the mediating role of employee green creativity. The specific objectives of the study are to investigate the levels of green organizational culture, employee green creativity and sustainable environmental performance; to investigate the impact of green organizational culture on sustainable environmental performance; to investigate the impact of green organizational culture on employee green creativity; to investigate the impact of employee green creativity on sustainable environmental performance; and to identify the mediating effect of employee green creativity in the relationship between green organizational culture and sustainable environmental performance of selected commercial banks in Vavuniya District of Sri Lanka. Through a quantitative research approach researcher aimed to answer the research questions by using survey method in this study. Time horizon of the study was cross sectional and unit of analysis was individual. Sample consists of 202 managerial and non-managerial employees. They are selected using the simple random sampling method. Data was collected using self-administered questionnaire.

The study used univariate, bivariate, multivariate and mediation analysis techniques in order to analyze the data and find the results of the study objectives. The findings of the study reveal significant positive impacts among green organizational culture, sustainable environmental performance and employee green creativity. While employee green creativity partially mediates the relationship between green organizational culture and sustainable environmental performance. These results provide valuable insights for policymakers and HR professionals in creating environmental policies that promote green culture and employee involvement in sustainability efforts across the banking sector.

**Key words:** Green Organizational Culture, Sustainable Environmental Performance, Employee Green Creativity

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