

Consumption | Individual communication

IC - (21106) - PROMOTING PRO-ENVIRONMENTAL BEHAVIORS AT THE WORKPLACE: THE ROLE OF ENVIRONMENTAL CORPORATE SOCIAL RESPONSIBILITY, PERSON-ORGANIZATION FIT AND ORGANIZATIONAL IDENTIFICATION

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Background and objectives

Organizations' environmental performance has come increasingly under scrutiny given the need for sustainable, low-carbon economies. Workers' pro-environmental behaviors can contribute to greener operations, but research on workplace pro-environmental behaviors is still an emerging field. This study examined how employees' perceptions of environmental corporate social responsibility policies and practices are related to their self-reported voluntary pro-environmental behaviors, including person-organization fit and organizational identification's role as sequential mediators.

Process and methods (for empirical research)

Data were gathered from a non-probabilistic, convenience sample including 178 workers from different organizations via an online survey. The survey included measures selected from the literature and procedures were taken to prevent common method variance.

Main results (or main arguments in the case of critical reviews)

The results, obtained via Process macro, reveal a positive relationship between perceived environmental corporate social responsibility practices and work pro-environmental behaviors, which are both directly and indirectly connected through person-organization fit and organizational identification.

Implications for research and practice/policy | Importance and originality of the contribution

The findings indicate that organizational-level environmental practices promote stronger perceived personal fit between workers and their organization, thereby reinforcing their organizational identification and generating more voluntary workplace pro-environmental behaviors. These two variables' sequential effects had not been previously explored, and the results confirm the importance of examining how multiple mechanisms contribute to greater engagement in voluntary pro-environmental behaviors. At a practical level, the results indicate that managers can encourage their workers' pro-environmental behaviors by making their organization's pro-environmental objectives and activities more explicit to them.

Palavras-chave : environmental corporate social responsibility, person-organization fit, organizational identification, pro-environmental behavior