

Impact of Environmental Knowledge and Awareness on Achieving Sustainable Performance: Mediating Role of Green Innovation and Employee's Green Behavior

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ABSTRACT

Purpose: This study seeks to examine that how environmental knowledge and awareness impacts on sustainable performance of an organization along with green innovation (production, process and managerial) and employee's green behavior. Furthermore, it has also been studied that how organization's green culture influences the relationship of environmental knowledge & awareness and green innovation

Design/Methodology/Approach: Quantitative method has been used in cross-sectional analysis and the gathered information has been further used to explore the theoretical context. Online survey (google form) has been used to collect the data. The target population is textile industry of Pakistan. The data was collected from 301 employees (Supervisors and above) working with different departments of the organizations who possess adequate knowledge to report on the study variables. For measuring the variables, different scales were adopted from previous research. "Five-point Likert-type scales" has been used to measure all of the construct items.

Findings/Results: The study clarifies the parameter evaluation for the structural model as well as significance levels of each relation, all the hypotheses proved as significantly positive. Results of this study also correspond with literature that environmental knowledge and awareness stimulates employees to participate in economic and social activities and support to enhance sustainable performance.

Practical Implications: Workers working on different positions in textile industry can benefit from the results of this study as these results expand knowledge and awareness of environment, green innovation, employee green behavior, organization's green culture and overall sustainable performance of the firm. It focuses few of the most important areas that increase the sustainable performance of any organization. Hence it can assist decision makers in decision making, adopting innovation strategies and implementing measures that can reduce the negative impacts of actions, processes and productions on environment.

Originality/Value: This study examines the multidimensional relationships between different factors influencing sustainable performance. The results of analysis of this study support the beliefs and research of previous researchers. Furthermore, This study also covers the areas which were research gap yet as it addresses the call for research and research gap identified by previous researchers.

Keywords: *Environmental knowledge and awareness, Green innovation, Employee green behaviour, Organization's green culture, Sustainable performance*