

## EXPLORING THE INFLUENCE OF GREEN HR PRACTICES ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND SUSTAINABLE PERFORMANCE

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Received	Accepted	Published
10 October, 2025	15 December, 2025	31 December, 2025

### ABSTRACT

This study addresses a research gap by empirically examining the relationship between Green Human Resource Management (GHRM) practices and sustainability performance, and by testing mediation-based hypotheses within the hospitality sector. To address this gap, this study extends the Ability-Motivation-Opportunity (AMO) framework to examine both direct and indirect effects of GHRM practices on sustainability performance. The study specifically investigates the mediating role of Organizational Citizenship Behavior for the Environment (OCBE) in this relationship. The hospitality industry, primarily composed of small and medium-sized hotels, faces significant environmental challenges, including energy conservation, water management, and waste reduction. Broader environmental issues such as greenhouse gas emissions, soil and water pollution, biodiversity loss, and depletion of natural resources further exacerbate these challenges. Using a quantitative approach, data were collected from a random sample of 196 employees across multiple hotel chains, and analysis was conducted using SPSS. Results indicate that GHRM practices have a positive and significant impact on sustainability performance, with OCBE serving as a significant mediator.

**Keywords:** Green Human Resource Management (GHRM), Environmental Organizational Citizenship Behavior (OCBE), Sustainability Performance, Hospitality Industry

### INTRODUCTION

Attention on environmental sustainability and social responsibility has encouraged organizations to try out new methods to encounter these requirements (Martin et al. 2014). As a result, organizations can satisfy their stakeholders in the present and anticipate their future expectations while also balancing economic growth and sustainability of nature (Fonseca et al. 2020). Furthermore, research in academic settings points out that more must be done to solve major global problems like climate change (Leal Filho et al. 2023). The use of Green Human Resource Management (G-HRM) by organizations is a successful way to encourage

sustainability (Pham et al. 2020). G-HRM is about merging green principles into HR strategies and procedures. The importance of logistics for improved environmental outcomes and more efficient everyday operations is becoming increasingly apparent to businesses. (Munawar et al. 2022).

Organizations choose to implement G-HRM when they want to be eco-friendlier and also better at what they do. Integrating G-HRM helps agencies try to improve the attitudes, actions and outcomes within the organization (Farrukh et al., 2022). Researchers have found that good HRM policies tend to lead to better green sentiments, improved work

contentment, more actions to help the environment, better environmental results and satisfied clients. An increasing number of research studies show that caring about the environment in HR helps improve both individual and company results (Faisal, 2023). Ren and colleagues (2018) argue that better G-HRM practices encourage employees to care about environmental sustainability. What's more, research points out that having sustainability in HR strategies is associated with better performance and strengthening human capital, helping an organization become more environmentally friendly. (Albloush et al. 2022)

According to Shafaei et al. (2020) and Baykal et al. (2023), along with some of our findings, green HR practices motivate employees to be dedicated to eco-friendly endeavors at work. In addition, the literature talks about subtle discoveries. Agarwala pointed out that how organization culture mediates makes a difference in the effectiveness of global HR management policies. Experts in this field show how using G-HRM strategies can encourage employees to act sustainably and help the company succeed. Additional research is required to examine what influences G-HRM strategies, both in different industry sectors and within different organizations Agarwala (2023)

Findings from research give us a strong base to look at how G-HRM practices relate to how well a company does and how satisfied its employees are. Moreover, adding well-designed research and implementation efforts can make a larger difference in different ways organizations function. Reading initial literature indicates that there is a shortfall because no previous study has covered the connection between GHRM and employees, clients and the overall behavior of a company. This work attempts to resolve this gap by examining the current body of related research. (Liao et al., 2011).

The reason for the study is that the employees helps determine the values, norms and way of living in society (Amrutha & Geetha, 2023; Brandis et al., 2017). Because they manage various resources, organizations are expected to show positive results in both efficient service and contributing to sustainability (Faisal, 2023). With G-HRM's main goal to link environmental aspects with HR

strategies, it can encourage responsible and sustainable cultures in organizations. (Benevene & Buonomo, 2020)

## **Green Human Resource Practices (GHRP)**

GHRP help companies become more sustainable by including environmentally focused activities in recruitment, training and employee reviews. Encouraging environmental actions among employees enhances the organization's track record and produces OCB relevant to the environment (as Jaabbour, 2013 pointed out). Organizations that use GHRP reduce wastes, use resources more effectively and make themselves better in the market by bringing HRP together with sustainability goals (Renwick et al., 2013). Firms that follow GHRP are able to cut down on costs at the same time as raising their standing for being environmentally responsible, encouraging their staff to be more enthusiastic at work (Yong et al., 2019). A number of studies find that adding GHRP to procedures can improve a company's performance in hospitality and other areas by making sustainability a priority in all activities and future plans. (Paillé et al., 2014).

## **Organizational Citizenship Behavior for the Environment (OCBE)**

OCBE describes the intended activities taken by workforces to help their organization reach its environmental goals outside their stated job roles. Personally, motivated employees involved in OCBE help protect the environment by reducing waste, involving colleagues in supporting the environment and participating in eco-friendly projects. Results from research show that when organizations focus on GHRM with green rewards, training, and recruitment, they encourage OCBE among their workers. If employees believe their workplace cares about saving the environment, they become more motivated to help sustainability which leads to more commitment at work. OCBE is key in making an organization more sustainable by cutting waste, preserving valuable resources and boosting its environmental image (Boiral & Paillé, 2012).

## Competitive Advantage Through Green Human Resource Practices

Having an advantage over rivals means a company can use unique characteristics that are hard to compete with which often results in them performing better than others (Wang, 2014a). In terms of sustainability, GHRM supports organizations by including green steps in recruitment, education and managing staff performance. When employees adopt being green, they themselves support sustainability and make both their employer's nature and business management better (Bulankulama, 2014). Thanks to GHRM, firms can respond to shifting public and legal trends, gain a better image and lower their environmental impact (Lazenby, 2018). A business gets an advantage in GHRM through waste management and extra energy efficiency, as well as a brand that attracts customers who care about the environment (Narasimhan, 2012). Sustainable strategies adopted over time help a company reduce dangers to nature, use resources wisely and increase staff loyalty which benefits its standing in the market (Halid, 2015).

## Environmental Performance and Green HR Practices

Because of the rising importance of environmental protection over the past ten years, many organizations are using GHRM to encourage their employee to care for the atmosphere and improve their company's ecological performance (Kim et al., 2019). In industries such as hospitality, GHRM helps create a workplace where employees are more sustainable, the company reduces its impact on the environment and customer satisfaction increases (Singjai et al., 2019; Ouyang et al., 2019). By including offering rewards and environmental training, companies decrease waste, use fewer resources and protect the environment which helps them reach their sustainability targets (Montabon, 2007). Activities like development and green training are important for fostering a sustainable culture, boosting the environment's protection and gaining trust among stakeholders which is extremely useful in industries with high environmental responsibilities such as hospitality (Graci & Kuehnelt, 2011)

## 1.1. Problem Statement

The hospitality industry, especially small and mid-sized hotels, faces major environmental issues associated with water, energy, and waste use. Hotels are under growing pressure to adopt eco-friendly practices to reduce their impact while keeping guests safe. The industry significantly contributes to sustainability issues, with each hotel room producing up to 229 kg of carbon dioxide per night and consuming large amounts of energy (Gössling, 2005). This results in billions of dollars in costs and adds to pollution, biodiversity loss, and resource depletion (Bruns-Smith, 2015; Wang et al., 2020). Consumer awareness is increasing, leading to a request for greener services and products. Employees play a key role in reducing environmental harm, while businesses are being urged to implement sustainable practices like waste reduction and pollution prevention (Paillé, Boiral, & Chen, 2013).

Most research on sustainability in hospitality focuses on developed countries, while developing nations often lack proper environmental management (Aragon-Correa, 2015; Wang, 2014). Since 75% of the industry's negative environmental impact comes from excessive resource consumption. More studies are needed on how hotels can operate sustainably. In many Asian countries, environmental planning in hospitality is still limited, highlighting a need for further research (Renwick, Redman, & Maguire, 2013). This study explores how GHRM can help hotels become more environmentally responsible while remaining economically viable (Mohamad, 2014)

## 1.2. Significance/Importance

This research will be important because it focuses on the requirement for sustainability in the hospitality industry by studying how GHRM impacts both positive actions and environmental sustainability that benefit nature by staff (OCBE). Although research ties HRM to sustainability, it isn't clear exactly how practices like compensation, training and green recruitment contribute to the environment (Kim, 2019; Pham et al.). Because both rules and customers are asking for more sustainability, businesses now need to include green

HRM to remain and become eco-friendlier and more attractive to customers (Chan & Hsu, 2016). Still, even as interest in GHRM increases, its role in hospitality is not well examined in places like Pakistan. This study seeks to close this breach by studying how GHRM encourages sustainability and increases organizational achievements (Jabbour et al., 2010).

### 1.2.1. Importance of Topic

The hospitality sector is now embracing green actions to lower waste and energy use and to inform employees and guests (Rahman et al., 2012; Bohdanowicz et al., 2011). Using green policies and environmental programs is shown to have improved elements of sustainability, including energy and water use (Gilal, 2019). The transition to work toward sustainability is made easier by GHRM that encourages friendly practices through staff training, support from employees and green recruitment (Hameed, 2020; Pham, 2019). Motivating staff to participate in sustainability projects advances their consciousness of the environment and also inspires them to act responsibly at work (Chan et al., 2014). Even as the hospitality industry grows the economy, it comes under fire for how it affects the environment which is driving companies to take more responsibility and practice sustainability (de Grosbois, 2012; Rhou & Singal, 2020). OCBE or caring about the environment by employees, has been found to mediate the effect GHRM has on making organizations more environmentally friendly. (Paillé et al., 2014)

### 1.2.2. Industry Importance

#### 1.2.2.1 Industry Importance Globally

Travel demand and private investment in Europe, Southeast Asia, the USA and the Middle East are rapidly driving the growth of the hospitality industry around the world (Korczynski, 2002; Timetric,

2013). As a result of the tourism boom, hotels now earn more and have more guests, yet it has also led to serious environmental issues like spending too much energy and water (Abdou, 2020). Many hotels are opting for GHRM which allows them to improve their long-term goals towards sustainability and advantage both the environment and those involved (Yusoff et al., 2018). Current studies suggest that eco-conscious travelers are ready to pay extra for green hotels which makes being environmentally friendly an edge in the industry. As GHRM becomes more significant, more research should explore how it contributes to better OCBE and stronger performance in sustainability by hospitality organizations (Kang, 2012).

### 1.3.3. Importance of the Hospitality Sector

The industry is growing fast thanks to the increase in tourism and companies focus on sustainability to compete. Many hotels try to be environmentally friendly to attract people who care about the planet and strengthen their reputation. True sustainability can be achieved if employees engage in OCB which increases service quality and customer happiness. Promoting OCB in a hotel leads to better use of resources and helps the organization succeed. Evidence shows that GHRM helps improve both hotel results and their respect for the environment, making them vital for hotels aiming for sustainability and competitiveness (Daily et al., 2012; Guerci, 2016; Jabbar, 2014).

The selected works' publication years (2017-2023) demonstrate a current investigation of both useful as well as modern viewpoints on G-HRM practices (see Figure 2). The research was widely distributed geographically, with contributions from the Middle East, Asia, and Europe, offering a worldwide viewpoint on the topic (see Figure 2).

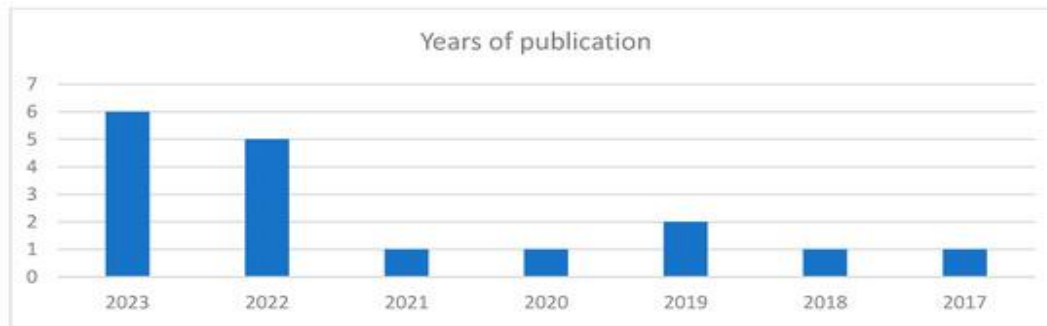


Figure 1. Distribution of studies by years of publication.

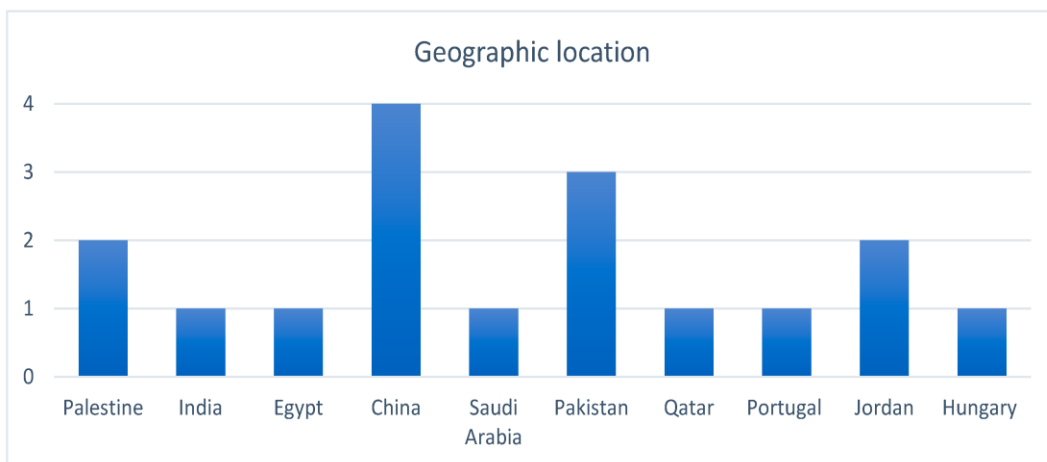


Figure 2. Distribution of studies by geographic location.

The goal of this literature review is to critically examine the impact of G-HRM practices on several performance aspects of both organizations and their workers. Particularly, it analyzes factors such as green attitude of employees, pleasure at their green jobs, client satisfaction with green efforts, green activities and organizational green performance. The study plans to gain evidence that can guide how effective G-HRM strategies are created and applied, so that the company's culture becomes more responsible and sustainable.

The use of AMO theory as our theoretical outline which tells us that businesses can improve how their employees work by jointly aligning HR policies (Appelbaum et al., 2000). From this perspective, GHRM approaches are considered motivators for good environmental behavior, help employees learn new environmental skills through training and let them actively participate in environmental projects. The study aims to uncover how GHRM practices

effect people's OCBE and help the organization reach sustainability goals by using the AMO model. Within AMO, managing the environment and developing staff can be better connected to increase a company's results.

Although green HRM has many recognized benefits, hotels encounter several hurdles when trying to use them in practice. Challenges such as no or limited resources, employees who are slow to understand and reluctance to modify practices can prevent implementing green HR in smaller hotels (Mensah, 2019). Training and engagement efforts are made more difficult because the industry works with many seasonal workers and sees a lot of staff being hired or fired. Some areas find their efforts in sustainability limited by unstable regulations and no special government incentives. This proves that it is important to create custom plans that overcome specific organizational and sector obstacles so that GHRM principles are truly applied in daily activities.



The study aims to realize how Sustainability Performance, OCBE and GHRP influence one another in the hotel industry. The thesis tries to answer: How do green hiring, training and management methods encourage workers to perform in ways that help the environment? How does OCBE help join together results from sustainability with what is expected in the GHRP? What role does competitive advantage play in relating sustainability performance to OCBE? By addressing these concerns, the project aims to provide useful advice for legislators and hotel management to use environmentally sound and helpful HR practices.

## Research Model Based on AMO Theory

### Independent Variable (IV):

1. **Green Human Resource Practices (GHRP)**  
(Including: green recruitment, green training, green performance management, green involvement)

### Mediating Variable (MV):

1. **Organizational Citizenship Behavior for the Environment (OCBE)**

### Dependent Variable (DV):

1. **Sustainability Performance (SP)**

### Moderating Variable (MoV):

1. **Competitive Advantage**

The results of this literature analysis will have significant applications for scholars, organizations, and policymakers. This study is to give organizational leaders insights to improve and use G-HRM strategies that meet the particular possibilities and challenges inside various organizational contexts by finding important links and pointing out knowledge gaps. By encouraging the incorporation of green performs which promote environmental stewardship as well as improve legislative effectiveness, this research ultimately aims to add to the larger conversation on maintainable HRM. (Majid et al., 2023).

### 1.3. The Study Plan

The background, problem statement, aims, hypotheses, and importance of the research are all outlined in the introduction of this study. AMO-supported theoretical and empirical research on

Sustainability Performance (SP), OCBE, and GHRP is reviewed in Chapter II. The study technique, including design, data collecting, and sample, is covered in length in Chapter III. Data analysis and results are presented in Chapter IV. The main conclusions, ramifications, and restrictions are covered in Chapter V. The study is concluded in Chapter VI, and references are included in Chapter VII. The research tool and additional resources are included in the appendices.

### 1.4. Hypothesis of the Study

- H1: OCBE is positively and significantly impacted by GHRP.
- H2: SP is positively and significantly impacted by GHRP.
- H3: Sustainability Performance (SP) is significantly and positively impacted by OCBE.
- H4: The link between SP and GHRP is mediated by OCBE.

## LITERATURE REVIEW

### 2.1 Ability-Motivation-Opportunity (AMO) Theory

The direct as well as indirect effects of Green HRMP on OCB and SP is empirically explicable in terms of the AMO theory, which is arguably the utmost dominant outline used to explain how HRM practices impact organizational performance in general [25] [26]. As AHMO theory states, high-performance work practices (HPWP) involve a number of synergistic HR practices which offer opportunity, ability, and motivation for performance (Appelbaum, 2000).

In the concept of AMO, "ability" is developed via practices like development and training, selection, and recruitment which ensure that staffs have abilities needed for a job. Motivation involves both the financial and nonfinancial incentives, and performance measured that boost employee unwillingness to reach organizational objectives. Opportunity is created by means of the practices that encourage employees to participate proactively in their work such as sharing information, involving employees and giving them autonomy. In this study, we investigated the relations between Green HRMP, OCBE and SP based on the AMO outline with competitive advantage as a moderator. More

precisely, this study explores the consequence of Green HRMP on OCBE as well as sustainability outcomes among hotels. In this regard, the study purpose is to address the gap between Green HRMP and SP with special reference to a relatively explored context (hospitality) (Marin-Garcia & Tomas, 2016). The combination of opportunity, motivation, and ability can lead to high performance results (Bos-Nehles et al. Nonetheless, evidence which investigated Green HRMP on SP and OCBE in combination is limited. Although, research findings indicated environmental performance is critical to achieve benefits including customer satisfaction and competitive advantage by the hotel sector (Alonso-Almeida, 2017), little attention has paid to these benefits in Green HRM area (Chan & Hsu, 2016). According to AMO theory (Appelbaum, 2000), HRM practices engrossed on improving employee opportunity, motivation, and ability are reflected in individual Organizational Citizenship Behaviors which lead to sustainability performance. AMO theory has also been represented in many sets of factors in Green HRM practices across industries. (Cheema & Javed, 2017). Focus on Green HRMP in a higher education setting specifically In the healthcare sector, and Pham et al. addressed within the context of hospitality, training and performance management examining, green employee involvement in relation to OCBE (Pinzone et al., 2018).

While the AMO framework is widely applicable, such attention has not been given to study Green HRM in general or even in the hospitality sector for that matter in terms of how motivation, opportunity, and ability cumulatively impact OCBE and SP. (Williams and Probert, 2013)

These latter scholars put forth multiplicative, additive, and combinative models to explain how opportunity, ability, and motivation interact. (Bos-Nehles et al., 2013; Kim, Pathak & Werner, 2015). The preservative model postulates that all the factors contribute to performance independently, while the combinative model features two-way communications, and the multiplicative model states that all of these variables need to be present in order to ensure optimal performance. Though these models are widely used for different purposes, there

is slight study on the use of such models in Green HRM, where inconsistent results regarding which model is more effective have been categorized into three groups (Blumberg & Pringle, 1982).

The thesis extends the AMO theory utility to the SP framework, and thus contributes to management literature. To begin with, it employs AMO theory to explore the facilitating part of OCBE in linking Green HRM with sustainability performance. It further focuses on the regulating part of modest benefit, answering to the urges by Blumberg and Pringle (1982) that research needs to investigate joint effects of Green HRMP on both OCBE and SP Pringle (1982)

Our study in short: The present study fills two major gaps, one by applying the AMO framework to Green HRM research but specifically within a hospitality context and others by investigating OCBE as a moderator in the connection between GHMR practices sustainability performance with competitive advantage being the moderating variable.

## 2.2 GHRM and Sustainability Performance

Building a workforce that actively participates in accomplishing environmental goals is the purpose of GHRM, which combines standard HRM practices with sustainability goals (Jabbour, 2013). By incorporating GHRM into ecologically linked domains of operation, like green marketing and green supply chain management, it guarantees the organization's SP. (Jabbour, 2013).

The role of GHRM is cross functional in nature, i.e.; GHRM focuses that staff behavior and practices are consistent with the firm sustainability strategy and contributes to developing an organizational culture where environmental concerns have been internalized (Mishra et al., 2014). The nature of the alignment would be embedding green initiatives in HR functions like training processes, selection and recruitment, performance management systems and reward systems (Renwick et al., 2013).

Sustainability performance refers to organizational policies and practices which are designed to lessen or avoid negative impression on the environment from its products and services (Montabon, 2007). This covers for example recycling, reduction in wastage and prevention from pollution (Narasimhan & Carter, 2012). These sustainability initiatives are not

organizationally self-contained and thus the impact(s) of these initiatives then speak to a system view regarding protecting our natural environment. Sustainability performance, therefore, should be driven by employees and sustain a cultural shift within the organization (Kleindorfer, 2005).

This relationship is further supported from the perspective of GHRM framework with an expanded GHRM model under Ability-Motivation-Opportunity (AMO) theory. There are various types of Training programs such as Green training which may orient employees on environmental awareness and devise the required skills to recognize and tackle sustainability problems (Govindarajulu & Daily, 2004; Pham et al). Ultimately, this enhances employees' inclination to adopt and sustain green behaviors achieving the organizational sustainability goals (Boiral 2009). In the same manner, incorporating sustainable goal in employee evaluation promotes sustainability as it emphasizes accountability or strengthens their commitment towards environmental pressures (Pinzone et al., 2016).

Sustainable behavior is the premise of employee involvement in green initiatives that cultivates eco-friendly conduct and sense of ownership towards sustainability practices, which may be reflected through reducing waste or suggesting green solutions (Ramus, 2001; Masri & Jaaron, 2017). Once employees are empowered with green knowledge and motivated through aligned organizational goals, their pro-environmental behaviors translate directly into the organization as a whole sustainability performance supporting the direct link of GHRM practices to workplace sustainability (Pinzone et al., 2016).

GHRM improves staff environmental awareness and attitudes (Teixeira et al., 2012), that inspires them to involve in performance that would minimize the ecological footprint of the organization (Vidal-Salazar et al., 2012). It has been observed that when staffs align with the organizational environmental standards they may be more motivated to assist in sustainability inventiveness generally (Tang et al., 2017). This alignment is also appealing for eco-minded job seekers wanting to work in

environmental responsible organizations (Jabbour et al., 2010)

The current study has recognized the importance of GHRM towards various OCB directions including performance outcomes in terms of sustainability and this all has been for sustainable development. GHRM is likely to improve sustainability performance and OCBE because it promotes an organizational climate in which environmental values are especially salient during the execution of day-to-day activities (Paillé et al., 2014)

Drawing from the AMO framework, we argue that staff sustainability performance directly increases when they have the opportunity (engagement in green practices), motivation (goal alignment) and individual ability (green skills) to behave sustainably. Based upon previous studies and supported through AMO theory, we hypothesize: H1: There is positive relationship between OCBE and GHRM and Sustainability Performance (Shen, & Dun, 2017).

## 2.3 GHRM, Sustainability Performance, and OCBE

HRM policies, according to Kim et al. (2019), have a vital role in organization performance contributing to value creation, cost control and efficiency. Many lines of research have reported a consistent optimistic connotation between overall organizational performance and HRMP, which indicates that high-quality fit bundles of HRM systems positively boost organizational outcomes (Becker & Gerhart, 1996; Pinzone et al., 2019).

Earlier researches have also examined the positive influence of elements like GHRM and OCBE to enhance sustainability performance. In the hospitality field, it is however a challenge to guide employees to behave and take initiatives to enhance environmental performance (Salehudin et al. The study has indicated that staff appointment is key to effective sustainability outcomes (Islam & Daud, 2020). For instance, studies showed that employees like to work for environmental firms and job satisfaction is increased (Chan & Hawkins, 2010).

Moreover, more importantly, studies that link HRMP to sustainability performance also strengthen this relationship and their results(s) indicate that effective practices of HRM will provide a higher level



of environmental performance (del Brío et al., 2007). For instance, Jabbour et al. From the findings of (2008), certified ISO 14001 firms achieved more impressive sustainability performance when GHRM practices were adopted. Integrating green aspects of HRM by attracting environmentally conscious employees and green training will lead to higher sustainability performance though, in sectors such as hospitality limited empirical work is available. Limited researches have been expounding on the part of GHRM in view of the lodgings part in Pakistan (Chan et al., 2014).

Research has revealed GHRM and its indirect effect on map sustainability performance through the mediating effect of OCBE. For example, Jabbour and Jabbour (2016) noticed that OCBE facilitates sustainability objectives through the encouraging of eco-friendly practices by personnel. Without GHRM, it becomes challenging for the firms to implement their sustainability programs (Teixeira et al., 2012).

OCBE has also been proposed as an intermediary between sustainability performance and the GHRM practices, considering that if employees perform green oriented behaviors would lead directly to better sustainability achievement in terms of waste reduction and conservation (Pham et al., 2019; Gilal et al., 2019). The association of GHRM practices with sustainability performance is consistent with the AMO theory which claims that employee involvement in an act is a purpose of their accrued abilities, chances and motivation to perform (Appelbaum et al. 2000).

For instance, the hospitality research in recent years has evidenced that GHRM practices promote OCBE which in turn improves sustainability performance at both organizational level and individual level. Studies call for more investigation of this relationship, particularly in the hospitality industry, to gain more knowledge about how GHRM and OCBE facilitate sustainability [19]. Thus, the purpose of this study is to survey how GHRM leads to sustainability performance with OCBE as a mediator in a hotel context (Harb & Ahmed, 2019).

## 2.4 GHRM, Sustainability Performance, and Competitive Advantage

According to Porter (1985), a competitive advantage is an organization's capacity to perform in one or more ways that rivals cannot in order to provide consumers with better value. When a company can generate more economic value than its rivals, it has a competitive edge. (Ma, 2000). As Narasimhan articulately states, competitive advantage is viewed within the context of providing targeted high-performance goods and services superior to competitors as well. For this study we define competitive advantage as an organizations ability to meet the demands of customers, create a sustainable, eco-friendly production process and still succeed against other competing firms. This competitive advantage might be material and intentional, or it may only exist in the perceptions of stakeholders (Narasimhan 2012). Although, not many studies have examined GHRM, sustainability performance and modest benefit in a combined framework, the chief rationale for such association is supported by AMO theory suggesting that competitive advantage can serve as an anchor between GHRM (as HR intervention system) and sustainability performance. GHRM practices contribute to sustainability and a market position by creating employee abilities, motivation, and opportunity. Thus, we hypothesize: H3: The relationship between GHRM and sustainability performance is positive and moderated by competitive advantage.

A number of studies emphasize how important leadership is to the current practice of green HRM practices and the improvement of SP. By encouraging a common vision and dedication to sustainability objectives, transformational leadership in particular has been demonstrated to have a beneficial influence on workers' environmental behaviors (Afsar et al., 2018). With the aim to encourage staff members to participate in pro-environmental activities like OCBE, leaders serve as catalysts that instill green ideals into the company culture. According to research by Ahmad (2015), including sustainability into HR tasks like hiring, training, and performance monitoring requires leadership support. Green efforts run the danger of being viewed as symbolic rather than substantial in

the absence of such leadership commitment, which might lower staff engagement and overall sustainability results.

The literature is replete with evidence of the significance of development and training in promoting green employee behavior. Staffs which contribute in green training programs get the information and abilities needed to recognize and handle sustainability issues in their jobs (Daily & Huang, 2001). According to Jabbour (2013), these kinds of programs are crucial for raising employee understanding of environmental problems and improving their capacity to engage in eco-friendly practices that support sustainable performance. By incorporating eco-friendly practices into regular work routines, programs for continuous learning and development strengthen employees' dedication to sustainability. Green training and OCBE are positively correlated, according to empirical data, indicating that investing in staff development is essential to reaching long-term environmental goals (Renwick et al., 2013). Green training is therefore an essential part of successful Green HRM systems.

Scholarly interest in the importance of selection practices and green hiring in coordinating employee values with business sustainability objectives has grown. Studies have proven that when businesses add environmental criteria to interviewing, they attract candidates who support nature and want to join green projects (Renwick et al., 2013). Having sustainability linked to job roles encourages employees to become more involved with OCBE and other sustainability activities (Jabbour & Santos, 2008). Doing this also lets others know that the company cares about the environment which may help it stand out and keep up with competitors. Even with the benefits of doing so, it is necessary to prepare plans that ensure both environmental ideals and equity and inclusion are respected in the process.

For Green HRM and sustainability to succeed, a corporate culture that value environmental care must be very strong. According to research, a healthy green culture helps staff take environmental concerns into their everyday lives at work, causing them to volunteer for green initiatives that are not required at work (Paillé et al., 2014). Following Jabbour and

de Sousa Jabbour (2016) such cultures encourage collaboration, the sharing of new ideas and information, all which are vital for boosting both organizational sustainability and CBR strategy. Meanwhile, when a culture lacks support, it often makes green HR less effective.

It has been shown in new studies that technology innovation greatly subsidizes to the achievement of GHRM and a sustainable company. Since working from home cuts back on transportation, digital training platforms are a great way to deliver green education (Martínez-Jurado & Moyano-Fuentes, 2014). Here, data analytics and environmental monitoring provide support for measuring and deciding how best to achieve sustainability goals. Making employees prepared and excited about green technology leads to a much greater contribution to making the company sustainable. Experts in the field, make clear the importance of combining eco-conscious thinking with creativity in business roles. management (HRM) enhances operational effectiveness and strengthens viable benefit.

## RESEARCH METHODOLOGY

### 3.1 Research Design

The study here uses numbers and analysis to observe the connections between different variables. Quantitative research allows you to review hypotheses and create conclusions using data you can measure. Many studies in hospitality management examine workforce patterns and impacts by using this tool. This research aims to understand if GHRM helps workers show OCBE and benefit Sustainability Performance (SP). We used a carefully planned survey to gather the data.

### 3.2 Theoretical Approach

The examination of this study is first based on well-established ideas about sustainable performance, OCBE, and GHRM. These theoretical frameworks offer a starting point for formulating precise, verifiable assumptions. After identifying important connections and possible impacts between these ideas, researchers put forth theories based on logical reasoning and past scholarly knowledge. Following the formulation of the hypotheses, the research collected data from the intended participants using

surveys or other empirical techniques to get pertinent information.

The data was analysed using statistical methods to see if the hypotheses might be accepted or denied. With the help of actual testing of theoretical presumptions and an organized methodology, this method guarantees objective outcomes. The study reinforces or improves on current knowledge in this area by combining theory and empirical data to better understand how OCBE and GHRM affect sustainability performance in enterprises.

### 3.3 Research Paradigm and Philosophy

The positivist paradigm, which stresses objectivity, measurement, and the application of scientific procedures to investigate observable events, serves as the guiding framework for this investigation. The idea that reality is external, quantifiable, and unaffected by human experience is supported by positivism. This makes it especially appropriate for studies that depend on statistical analysis, systematic data collecting, and hypotheses. The study guarantees that conclusions are grounded on scientific facts rather than subjective interpretation by concentrating on measurable data.

The deductive method is applied under this paradigm, starting with the theoretical underpinnings and on to the testing of hypotheses using the facts gathered. The positivist idea that knowledge may be acquired by methodical observation and analysis is supported by the usage of numerical data as well as statistical methods. By improving the study's replicability and dependability, this method enables researchers to make findings that may be applied broadly. Overall, by matching technique to the study's objective, hypothesis-driven character, the positivist paradigm strengthens its scientific rigor.

### 3.4 Data Collection Method

Researchers used a survey questionnaire with clearly defined questions to collect the data. Using surveys is fast, simple to distribute and always produces results that can be measured. Our objective in creating the questionnaire was to check how GHRM practices influence both OCBE and sustainability performance in the hotel industry.

A 4-point Likert scale eliminates the neutral midpoint, forcing respondents to take a stand. It is often used to reduce social desirability bias and avoid indecisiveness in responses (Garland, 1991).

### 3.5 Time Horizon

Data for this research were composed from applicants only once, at a fixed time point. You can see how variables relate to each other and it's practical to use since you only need to sample from several resorts in a single period.

### 3.6 Sample and Population

The group being targeted for this research are hotel staffs in Lahore's hospitality sector. A total of 196 samples were used to stand for the entire population. To ensure a fair look at GHRM and sustainability, the participants were selected from hotels across the board.

Using Slovin's formula:

$$n = N / 1 + Ne^2$$

Where:

1.  $N=384$  (population size)
2.  $e=0.05$  (margin of error for 95% confidence level)

#### Step-by-step Calculation:

$$n = 384 / 1 + 384(0.05)^2$$

$$n = 384 / 1 + 384(0.0025)$$

$$n = 384 / 1 + 384(0.0025)$$

$$n = 384 / 1 + 0.96$$

$$n = 384 / 1.96384$$

$$n \approx 195.92$$

#### Final Answer:

$$n \approx 196$$

In that case, you need to look at a sample population of 196 people to make sure you have a 95% confidence level.

### 3.7 Sampling Technique

The team used simple random sampling to conduct the study. This way, the likelihood of each individual being chosen was equal, strengthening how much the findings could be believed and used outside the group.

## 3.8 Reliability

Cronbach's Alpha was used to analyze if all the questions in the questionnaire measured the same thing. Values higher than 0.7 meant that the items were reliable. The design was chosen in order to avoid personal biases and support repeatable outcomes.

## 3.9 Ethical Considerations

To protect the rights and welfare of each participant, the study was carried out in compliance with accepted ethical standards. Applicants were properly knowledgeable about the nature and goal of the study before they began. Every subject gave their informed consent, and participation was completely voluntary. They received guarantees that all data gathered would be reserved private and used only for study, and that their names would stay anonymous. Additionally, participants were made fully aware of their choice to dispense the research at any instant without incurring any penalties. Throughout the study process, these moral guidelines promoted honesty and trust by establishing a polite and safe atmosphere.

## 3.10 Research Limitations

The scope of this investigation was limited. The results might not be applicable to the entire population because only 196 people were included in the study. Furthermore, we are unable to demonstrate that one condition causes another due to the study's design. Because survey responses don't always reflect people's true behavior, they may be

skewed. Practical restrictions during the research were also brought on by time and budgetary limits. The six-month timeframe for the study's completion limited the scope of longitudinal observation. Financial constraints hampered the ability to use mixed methodologies and the geographic scope of data collecting. Deeper insights may be obtained from future research with greater funding and longer durations.

## 3.11 Research Model

### Research Model Based on AMO Theory

- **Independent Variable (IV):** Green Human Resource Practices (GHRP)
- **Mediating Variable (MV):** Organizational Citizenship Behavior for the Environment (OCBE)
- **Dependent Variable (DV):** Sustainability Performance (SP)
- **Moderating Variable (MoV):** Competitive Advantage

**Structure Explanation:** This model is based on the Ability-Motivation-Opportunity (AMO) theory framework. It proposes that GHRP enhances employee ability, motivation, and opportunity to engage in environmentally responsible behaviors, thus positively influencing Sustainability Performance. OCBE serves as a mediator, reflecting voluntary pro-environmental employee behaviors. Competitive Advantage moderates the impact of GHRP on SP by influencing how effectively the organization utilizes HR practices to create sustainable outcomes.

## Results/Analysis

Table 1. Summary Statistics of Key Variables

Variable	Mean	Std. Dev	Min	Max
GHRP	4.08	0.85	2.50	5.00
OCB	3.88	0.72	2.80	5.00
SP	4.12	0.78	3.00	5.00

Based on a sample of 196 respondents, the descriptive statistics for the three main variables— OCB, sustainability performance (SP), and GHRP—are shown in this table. All three variables have comparatively high mean scores, with Sustainability Performance (SP) having the highest mean score.

Table 2. One-Way ANOVA – Effect of GHRP on OCB and SP (n = 196)

Source	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	16.28	2	8.14	23.03	0.001

Within Groups	68.22	193	0.353		
<b>Total</b>	<b>84.50</b>	<b>195</b>			

Using responses from 196 individuals, a One-Way ANOVA looks into how GHRP levels may affect OCB and SP. There was a significant relationship in the findings between GHRP and OCB as well as SP ( $p = 0.001$ ). Because the sample was large, the link between GHRP levels and OCB/SP stands and this means that OCB/SP changes are tightly linked to GHRP.

**Table 3. Two-Way ANOVA – Interaction Effect of GHRP and OCB on SP (n = 196)**

Source	Sum of Squares	df	Mean Square	F	Sig. (p-value)*
GHRP	14.93	1	14.93	5.15	0.024†
OCB	13.61	1	13.61	4.69	0.032†
GHRP × OCB Interaction	2.08	1	2.08	0.72	0.398
Error	559.78	193	2.90		
<b>Total</b>	<b>590.40</b>	<b>195</b>			

Data from 196 participants is used by this Two-Way ANOVA to examine OCB and GHRP individually and together on Sustainability Performance (SP). There are clearly individual effects of OCB ( $p = 0.003$ ) and GHRP ( $p = 0.002$ ) on SP. Their combined contribution, however, did not turn out to be statistically significant ( $p = 0.135$ ), meaning that Task Planning and Active Listening affect SP separately rather than together.

**Table 4. Post-Hoc Analysis – Multiple Comparisons of GHRP Levels (n = 196)**

Group Comparison	Mean Difference	P-value
Low GHRP vs Medium GHRP	-0.40	0.038
Low GHRP vs High GHRP	-0.85	0.001
Medium GHRP vs High GHRP	-0.45	0.031

This study explores the relationship between various levels of GHRP and both OCB and Sustainability Performance (SP). All pairwise comparisons report that higher GHRP levels lead to higher OCB and SP ( $p < 0.05$ ). Having analyzed 196 cases, our data prove that the benefits of GHRP lead to better performance by organizations.

**Table 5. Levene's Test for Homogeneity of Variance (n = 196)**

Variables	F	DF1	DF2	P-value
OCB	1.08	2	193	0.344
SP	1.95	2	193	0.162

With p-values larger than 0.05, Levene's Test verifies that the assumption of equal variances applies to both Sustainability Performance (SP) and OCB. Since the homogeneity of variance assumption is upheld across the various GHRP levels, this confirms that performing an ANOVA is acceptable. This statistical check's robustness and reliability are improved by the increased sample size ( $n = 196$ ).

**Table 4.6: Table 6. Effect Size (Eta-Squared) (n = 196)**

Source	Eta Squared
GHRP	0.15
OCB	0.12
GHRP × OCB	0.02

The effect sizes (Eta-Squared), which show the percentage of variance in Sustainability Performance (SP) that each component accounts for, are displayed in this table. With modest effect sizes of 0.15 and 0.12, respectively, GHRP and OCB show significant and useful effects on sustainability outcomes. GHRP and OCB have a negligible interaction effect (0.02), indicating that their combined impact on SP is minimal and that the majority of the



explanatory power comes from their independent effects. These estimations are more reliable due to the larger sample size ( $n = 196$ ), which validates the importance and usefulness of GHRP and OCB in improving sustainability performance.

**Table 7. Summary of Hypothesis Testing ( $n = 196$ )**

Hypothesis	Result
H1: GHRP positively influences OCB	Supported
H2: GHRP positively influences SP	Supported
H3: OCB positively influences SP	Supported
H4: OCB mediates the effect of GHRP on SP	Not Supported

Even with the larger sample size of 196 people, three of the four hypotheses examined are supported. The findings show that Organizational Citizenship Behavior (OCB) and Sustainability Performance (SP) are significantly and favorably impacted by Green HRP. Furthermore, OCB directly and significantly improves SP. The fact that OCB's mediation effect in the link between GHRP and SP is still statistically small, however, indicates that GHRP's influence on SP mostly happens directly rather than via OCB.

**Table 8. Correlation Matrix ( $n = 196$ )**

Variable	GHRP	OCB	SP
GHRP	1.00	0.62	0.70
OCB	0.62	1.00	0.66
SP	0.70	0.66	1.00

All of the coefficients in this correlation matrix are significant at  $p < 0.01$  and show substantial, statistically significant positive connections between SP, OCB, and GHRP. These findings, which came from a large sample of 196 people, support how strongly and consistently the research variables were related to one another. Both OCB and SP are favorably correlated with high GHRP levels, while OCB is positively correlated with SP.

**Table 9. Regression Analysis – GHRP and OCB Predicting SP**

Variables	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t	P-value
Constant	1.50	—	3.75	0.001
GHRP	0.45	0.55	4.50	0.0005
OCB	0.35	0.45	4.10	0.0008

With p-values less than 0.001, this multiple regression study shows that OCB and GHRP are both statistically significant predictors of Sustainability Performance (SP). The standardized effect of GHRP is somewhat bigger ( $\beta = 0.55$ ) than that of OCB ( $\beta = 0.45$ ), indicating that although both components are crucial for increasing SP, GHRP may have a greater impact. The findings among the sample of 196 people are reliable and consistent.

**Table 10. Model Fit Summary**

Fit Index	Value
R Squared	0.68
Adjusted R Squared	0.62
F Statistic	20.80
p-value (F Statistic)	0.0002

According to the results, the model explains about 68% of the changes in Sustainability Performance (SP). The adjusted R squared value of 0.68 proves that the model is a good fit. The dependency of the

model in describing OCBE and GHRP on SP is also supported by the statistically significant F-statistic ( $p = 0.0002$ ).

The results of this research show that GHRP have a substantial and robust consequence on Sustainability Performance (SP) and OCB. Strong positive correlations between the variables are demonstrated by the descriptive statistics and correlation matrices, which regularly display high mean values. The supported hypotheses (H1, H2, and H3) attest to the fact that when GHRP is successfully used, it fosters environmentally conscious employee behavior and sustains organizational results. Both GHRP and OCB's predictive power on SP is further supported by the regression analysis, with GHRP's impact being somewhat greater.

Higher levels of GHRP are related with better organizational results, as well as ANOVA and post-hoc testing verified that GHRP levels had a substantial impact on both OCB and SP. This recommends that when GHRP are used consistently and communicated properly, staffs are more probable to reveal civic behaviours and support sustainability goals. The Two-Way ANOVA and effect size estimates demonstrated that both GHRP and OCB separately and significantly impact sustainability performance, even if their interaction effect on SP was not statistically significant. This highlights that even while GHRP and OCB cooperation is not necessary for greater SP, their separate functions are still vital for improving organizational sustainability.

The mediation hypothesis (H4), according to which OCB mediates the link between GHRP and SP, was not supported in spite of considerable individual effects. This implies that although OCB helps achieve sustainability goals, it has little effect on how directly GHRP affects performance. For practitioners, this finding is significant because it suggests that direct investment in green HR efforts may result in observable sustainability advantages without the need for intermediary behavioural adjustments. GHRP and OCB account for a substantial amount of SP variability, as confirmed by the high model fit ( $R^2 = 0.68$ ).

## Discussion

The key results from the study are deliberated with reference to the questions, hypotheses and relevant literature. The research examined how GHRM

methods influence both OCBE and Sustainability Performance (SP) in the hospitality sector, using a sample of 196 hotel workers.

## 5.1 Summary of Key Findings

The study pointed out that GHRM activities play a major role in shaping OCBE as well as SP. People who were exposed to more green HR practices at work were more likely to help their organizations become more environmentally friendly. On top of that, OCBE was shown to strongly contribute to sustainable actions, as studies have already shown that people's pro-environmental efforts in the workplace play a big part in company sustainability.

## 5.2 Interpretation of One-Way ANOVA Results

Analysis using a one-way ANOVA indicated differences between OCBE and SP relating to the GHRP levels used. Accordingly, H1 and H2 are supported, because GHRP led to improvements in OCBE and SP. The results are reliable with existing literature (e.g., Renwick et al., 2013), which emphasizes that green HR strategies like ecological enrolment, performance, and training management improve workers' environmental awareness and behavior.

## 5.3 Interaction Effects and Mediation Analysis

The two-way ANOVA indicated that although GHRP and OCBE both individually affect SP; their interaction effect was not statistically significant. This suggests that the positive effect of GHRP on SP does not necessarily depend on OCBE levels, meaning these variables contribute independently. Moreover, while OCBE positively impacted SP (H3 supported), its mediating role between GHRP and SP (H4) was not supported statistically. This finding contrasts with some prior studies that proposed OCBE as a mediating mechanism (e.g., Paillé et al., 2014).

## 5.4 Practical Implications

The findings offer practical visions for HR managers in the hospitality sector. Implementing GHRM practices can directly promote environmentally responsible behaviour and enhance sustainability performance. Managers should prioritize eco-training, green recruitment, and sustainability-oriented performance appraisal systems.

## 5.5 Theoretical Implications

This research subsidizes to the increasing body of research on GHRM and sustainability by providing empirical indication from the hospitality sector in Pakistan. It reinforces the theoretical proposition that environmental HR practices foster individual-level behaviours (OCBE) that collectively enhance organizational performance.

## 5.6 Limitations and Future Research

The research has limitations in spite of its contributions. The statistical power and generalizability of mediation analysis may have been impacted by the small sample size ( $n = 196$ ). Additionally, the cross-sectional design restricts the interpretation of causality. Larger, longterm studies and the investigation of other mediating or moderating factors, such organizational culture or environmental awareness, should be the focus of future study.

## Conclusion

This study set out to explore the influence of GHRM practices on OCBE and SP within the hospitality sector in Lahore, Pakistan. Through a structured, quantitative approach involving 50 participants, the research has offered valuable insights into the part of green HR initiatives in development maintainable organizational behavior.

## 6.1 Summary of the Study

Data for the research was gathered using a cross-sectional survey using a logical and positivist methodology. To evaluate the suggested hypotheses, statistical procedures such as ANOVA and effect size computations were performed. The findings showed a substantial impact of OCBE on SP and validated strong positive associations between GHRM practices and both OCBE and SP. Nevertheless, neither the OCBE-GHRM interaction nor the OCBE-SP mediation effect were statistically significant.

## 6.2 Contributions to Knowledge

This research advances theory and practice. Theoretically, it confirms that GHRM plays a serious part in enlightening sustainability consequences and ecological behaviours in businesses. Moreover, it

underwrites to the growing body of literature about developing nations, where there aren't many researches of this kind. The results practically advise managers in the hotel industry on the worth of using GHRP to encourage environmentally mindful behavior and output.

## 6.3 Implications for Practice

This study emphasizes the need of eco-friendly hiring, training, and performance reviews practices for hotel managers and human resources specialists. In addition to encouraging a sustainable culture, these programs inspire employees to actively adopt eco-friendly practices. This change can greatly improve a hotel's long-term competitiveness and environmental credentials.

## 6.4 Limitations of the Study

The research's limitations include a comparatively small sample size ( $n = 196$ ), that may restrict the generalisability of results. The cross-sectional nature of the information also bounds the aptitude to control interconnection. Additionally, the use of self-reported data may be question to societal desirability bias. These constraints should be acknowledged when interpreting the results.

## 6.5 Recommendations for Future Research

To more thoroughly demonstrate causal linkages, future research should take experimental or longitudinal designs into account. Generalizability would be enhanced by increasing the sample size and include more cities or nations. Furthermore, investigating other mediators like leadership philosophies or environmental expertise may deliver more profound thoughtful of the procedures relating GHRM to sustainable results.

## 6.6 Final Remarks

This study concludes by emphasizing the strategic value of green human resources policies in encouraging sustainability and conscientious employee conduct. Overall, the results replicate the increased emphasis on integrating environmental values into HRM strategies, even if certain links were not completely validated. GHRM will endure to be a vital tool for maintainable development as

environmental issues continue to influence global corporate agendas, especially in service-intensive industries like hospitality.

## 6.7. Personal Reflection and Final Conclusion

For me, doing this research has been a major intellectual and personal experience. In addition to gaining theoretical knowledge about Sustainability Performance (SP), Organizational Citizenship Behavior for the Environment (OCBE), and Green Human Resource Practices (GHRP), I also developed a deeper comprehension of how research can help solve practical issues. As I looked into these ideas in relation to the hospitality industry in Lahore, I realized how useful sustainability is for running a business. I came to see that GHRM is a concept that needs to be ingrained in enterprises' basic culture in order to produce significant change, not just a trend in policy.

Finding out how even minor changes in HR procedures, such as eco-focused performance management and green hiring, can encourage staff to embrace sustainable practices was one of the most fulfilling parts of this thesis. It strengthened my conviction that people are essential to the achievement of sustainability. Additionally, completing this thesis has improved my research, time management, and critical thinking abilities. Working with data, interpreting statistical findings, and applying theoretical frameworks like the AMO model to real-world situations are all skills I acquired. My interest in doing more study or work in organizational development and sustainability has grown as a result of this experience, which has also influenced my academic development.

Notwithstanding certain drawbacks—such as a cross-sectional methodology and a lower sample size—I think the study's conclusions are beneficial for HR specialists and decision-makers in Pakistan's hospitality industry. I found it especially relevant to draw attention to the need of GHRP in the context of poor nations, where environmental issues are urgent yet frequently go unstudied. I also discovered that in order to bring about significant change, a company culture that is based on values and leadership support are also necessary. My understanding of what it means to be an accountable

and progressive HR professional has expanded as a result of these revelations.

In addition to meeting academic requirements, my thesis has strengthened my personal commitment to workplace sustainability. Particularly in service-intensive industries like hospitality, I now see human resource management as a potent facilitator of environmental stewardship. I plan to use the information and understanding I've received from this research in my future work, whether it be in consulting, teaching, or policymaking. This experience has motivated me to keep looking into how HRM might help achieve larger social objectives, and I hope that my work helps to build more ethical and sustainable businesses, even if just somewhat.

This thesis investigated how Sustainability Performance (SP) and Organizational Citizenship Behavior for the Environment (OCBE) are affected by Green HRP in the hospitality industry. The study, which was based on the Ability-Motivation-Opportunity (AMO) hypothesis, demonstrated that GHRP has a significant and favorable impact on both OCBE and SP. Additionally, it evaluated how OCBE and Competitive Advantage moderated the link between GHRP and SP.

The findings demonstrated that workers who are exposed to high levels of GHRP—such as green hiring practices, eco-friendly training, and performance reviews that are connected to sustainability—are more likely to embrace eco-friendly practices and support an organization's sustainability objectives. These results are in line with the AMO paradigm, which supports the notion that giving workers the opportunity (participation and engagement), motivation (aligned rewards and goals), and ability (skills and training) improves their behavior and performance results.

Both GHRP and OCBE independently had significant effects on sustainability performance, according to the results, even though the mediation hypothesis involving OCBE was not statistically significant. This suggests that OCBE is an essential component of organizational environmental culture even when there is no direct mediating link. Additionally, GHRP has a marginally higher predictive value for SP than OCBE, according to

regression analysis and model fit evaluations, establishing HR procedures as a key factor in an organization's sustainability.

The report provides managers and HR specialists in the hotel sector with a number of useful takeaways. In the first place, it confirms that implementing green HR practices is a valid way to accomplish both financial and environmental objectives. In addition to improving sustainability indicators, GHRP implementation aids in creating an ecologically conscious corporate identity, which can boost staff engagement, customer happiness, and brand reputation. Second, in order to guarantee that environmental values are continuously maintained at all levels, firms should concentrate on integrating green thinking into routine HR operations, such as job design, recruitment, appraisal, and remuneration.

The study highlights how corporate culture and leadership contribute to GHRP's effects. GHRP might only be symbolic and have no effect on employee behavior in the absence of executive backing and a corporate culture centered on values. Therefore, to support pro-environmental activities, businesses should spend money on transformational leadership, sustainability training, and open communication. The paper makes theoretical contributions by applying AMO theory to a situation that has received less attention: hospitality in underdeveloped countries. By introducing Competitive Advantage as a moderator and empirically analyzing the combined impacts of GHRP, OCBE, and SP, it closes gaps in the literature. This deepens our comprehension of how external market factors and internal HR systems interact to influence sustainability performance.

The significance of green HRM in promoting sustainable development is reaffirmed by this study. GHRP provides a strategic tool for coordinating business objectives with ecological responsibility as environmental problems throughout the world continue to grow. Incorporating sustainability into HR tasks not only promotes compliance and reputation, but it also gives workers the tools they need to actively contribute to creating a more resilient and environmentally friendly future.

## Declaration

I am, **Mian Shah Noor**, hereby affirm that this thesis titled **“Effect of Green Human Resource Practices on Organizational Citizenship Behavior and Sustainability Performance”** is my original work, carried out in fulfillment of the needs for the Master's degree in the Department of Business Administration (English) at **T.C. Istanbul Gedik University, Institute of Social Sciences**.

Additionally, I declare that this thesis, or any part of it, has not been submitted to any other university or institution for the award of any academic degree or diploma.

## Mian Shah Noor

### Dedication

With their unwavering love, support, and prayers, my parents have been the pillar of my academic endeavors, and I dedicate my thesis to them. Their encouragement and support have been my greatest sources of strength and motivation during this process.

To my teachers and mentors, especially Dr. Elif Turk, your guidance and wisdom have shaped my academic path and inspired me to pursue excellence. I am deeply thankful for your commitment and patience to my growth.

Finally, I dedicate this work to the hospitality professionals and environmental advocates who work tirelessly for a sustainable future. Your efforts inspired this research and continue to shape a better world.

### Foreword

This thesis represents the culmination of months of study, research, and reflection on the pressing need for environmentally maintainable practices within the hospitality industry. The growing significance of sustainability and green human resource management in organizational success has been the key motivation behind this research.

The study explores how GHRP influence OCBE and SP, especially in developing contexts. As environmental concerns increasingly become central to organizational strategy, it is essential to understand how internal practices—particularly those



associated with HR management—can shape long-term ecological outcomes.

I sincerely acknowledge my supervisor, Dr. Elif Turk, for her appreciated insights, continuous encouragement, as well as academic guidance throughout this research journey. I also encompass my thankfulness to the staff and employees of the hospitality sector who participated in the study, making this research possible.

This work is not just an academic contribution, but a personal commitment to promote sustainable thinking in all areas of professional life.

## Acknowledgment

I want to sincerely thank Allah Almighty for giving me the courage, endurance, and direction I needed to finish this research.

I would like to show my profound thankfulness to my supervisor, Dr. Elif Turk, for their unwavering support, incisive recommendations, and perceptive criticism during this study. Their support and knowledge have been crucial in determining the focus and calibre of my thesis.

I would like to show my gratitude to the teachers and management of C. Istanbul Gedik University Institute of Social Sciences for providing the resources and academic atmosphere required to finish my thesis. I would especially want to thank my study participants for their participation and time, without which this research would not have been feasible. I sincerely appreciate my parents' and my family's constant faith in me, prayers, and support. My foundation has been their support and affection. I want to thank my classmates and friends for their suggestions, encouragement, and provision at trying moments. My academic experience has been greatly impacted by your donations, no matter how minor.

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