



Chapter 10

Employee Motivation for Sustainable Entrepreneurship: The Mediating Role of Green HRM


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ABSTRACT

This chapter aims to explore the relationship between employee motivation and sustainable entrepreneurship with a specific focus on the mediating role of green human resource management (HRM). As organizations increasingly recognize the importance of environmental sustainability, understanding the mechanisms through which employee motivation translates into sustainable entrepreneurial behaviors becomes crucial. By integrating concepts from the fields of entrepreneurship, sustainability, and HRM, this study proposes that Green HRM practices play a mediating role in fostering employee motivation for sustainable entrepreneurship. The findings of this research provide valuable insights for organizations seeking to enhance their sustainability efforts by leveraging employee motivation and implementing effective Green HRM strategies.

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INTRODUCTION

Background and Rationale

In the face of pressing environmental challenges, such as climate change and resource depletion, the concept of sustainability has gained widespread recognition in both academic and business communities. Sustainable entrepreneurship involves the creation and management of ventures that prioritize sustainable practices, aiming to generate a positive impact on the environment and society. It aims to integrate economic, environmental, and social considerations into business operations.

Employee motivation plays a crucial role in driving and sustaining sustainable practices within organizations. Understanding the factors that motivate employees to engage in sustainable behaviors can help organizations foster a culture of sustainability and promote environmentally and socially responsible actions. Employee motivation is closely linked to employee engagement, commitment, and performance. When employees are motivated to contribute to sustainable entrepreneurship, they are more likely to go the extra mile, be proactive, and exhibit innovative behavior. This can lead to improved organizational performance, including increased productivity, efficiency, and competitiveness.

Sustainable entrepreneurship focuses on higher purposes beyond profit, such as addressing environmental challenges or social inequalities. Within the realm of sustainable entrepreneurship, the role of motivated employees is crucial. Motivated employees are more likely to engage in sustainable behaviors, exhibit proactive environmental attitudes, and contribute to the development and implementation of sustainable initiatives (Ferguson, Bosch, & Rohrbach, 2020; Islam, Tan, & Ahmed, 2018). Studying employee motivation in this context allows organizations to align employees' personal values and aspirations with the organization's mission, fostering a sense of purpose and fulfillment. Motivated employees who find meaning in their work are more likely to be satisfied, engaged, and committed to the organization's sustainability goals.

Additionally, a study by Sheopuri and Sheopuri (2015) found that GHRM practices can lead to increased efficiencies, lower costs and improved employee engagement and retention. This will ultimately benefit organisations by dampening employee carbon footprint (Sheopuri and Sheopuri, 2015). Moreover, GHRM helps organisations improve their environmental performance through enhancing employee awareness about environmental issues (Fayyazi et al., 2015)

In the present business landscape, the perception of environmentally friendly products has become a crucial aspect that encompasses various processes, technological advancements, and organizational systems. It has been observed that green companies tend to outperform their traditional competitors in terms of sustainability and environmentally conscious practices (Amjad et al., 2021)

In today's competitive labor market, attracting and retaining talented employees is crucial for organizational success. Employees, particularly the younger generation, increasingly seek purpose-driven work and want to contribute to a more sustainable world. By understanding the factors that motivate employees in the context of sustainable entrepreneurship, organizations can effectively communicate their sustainability initiatives, attract like-minded individuals, and retain top talent.

Research Objectives

The primary objective of this study is to investigate the relationship between employee motivation and sustainable entrepreneurship, with a specific focus on the mediating role of Green Human Resource

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