

Investigating the Impact of Green Human Resource Management on Employees' Green Innovation Behaviour and Performance in China: The mediating role of Green Mindfulness and the moderating role of Green Self-efficacy



The research approval

The GHRM is an important topic of academic research:

The world is increasingly aware of the environmental crisis.

It can create huge value for organizations.

Studies the impact of GHRM in Chinese companies on employees' green innovation behavior and green innovation performance, focusing on the mediating role of green mindfulness and green self-efficacy, to effectively analyze the Chinese environment and promote the development of GHRM in China.

The Literature Review

- GHRM and green innovative behavior

Hypothesis: GHRM has a positive impact on employees' green innovation behavior.

- Mediating role of green mindfulness

Hypothesis: The relationship between GHRM and employees' innovative green behavior is mediated by green mindfulness.

- Moderating role of green self-efficacy

Hypothesis: The effect of GHRM on employees' green innovative behavior is favorably regulated by green self-efficacy.

The Methodology

Online survey questionnaire

Open ended and Close ended questions

3-5 small and medium enterprises (SMEs)

500 questionnaires, expected to collect 400 questionnaires

The reason is that Shanghai is Chinese economic center which develop faster than other cities. The company around Shanghai such as Hangzhou is also developed faster. Chosen these cities can find more GHRM companies and the author's hometown is Shanghai, so it is easier for the author to ask the agreement to gain assessment to the companies.