

**THE MEDIATING EFFECT OF ORGANIZATIONAL CITIZENSHIP
BEHAVIOUR FOR THE ENVIRONMENT ON THE RELATIONSHIP
BETWEEN PERCEIVED GREEN IT PRACTICES AND PERCEIVED
ENVIRONMENTAL PERFORMANCE IN THE BANKING INDUSTRY IN
MATARA CITY**



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ABSTRACT

Sustainable development is a concept that attempts to maintain long-term welfare for humans. It is a widely debated issue around the world and there has been increasing pressure on firms to adopt practices that are more environment-friendly. Among the most crucial practices are Green Information Technology (GIT) practices, as most firms use some forms of IT to perform their daily transactions. Sustainability is becoming an important topic in IT to safeguard our future, and as evolving market segment. Recently more specific focus on “greening” information technology (IT) and information systems (IS) has been evident all over the world.

In Sri Lanka, banks recently shift towards Green IT (GIT) practices. Hence, this study focuses on the mediating effect of Organizational Citizenship Behaviour for the Environment on the relationship between Perceived Green IT Practices and Perceived Environmental Performance in the banking industry in Matara city. However, there is a gap in the literature and empirical investigations regarding the relationships among PGIT practices, Perceived environmental performances of banks (PEP) and employee organizational citizenship behaviour for the environment (OCBE). The researcher selected four commercial banks in Matara city. Hence, this study aims to explore the relationship between PGIT in place and PEP and to assess the possible mediating role of employee OCBE on the relationship between PGIT and PEP of the banks. In order to answer the research questions, the researcher used standard questionnaire and got 125 responses from the selected banks employees. The analyses reveal that PGIT practices have a positive relationship to and significant impact on PEP. The study also confirms the partially mediating role of employee OCBE on the relationship between PGIT and PEP of the banks. This study especially contributes to understand empirically the same as an addition to fill the literature gap in relation to PGIT, PEP, and employee OCBE.

Keywords: Information Technology, Green Information Technology, Perceived Green Information Technology, Employee, Organizational Citizenship Behaviour for the Environment, Environmental Performance, Perceived Environmental Performance, Bank

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