ORGANISATIONAL FACTORS ON THE GREEN BANKING PRACTICES IN THE BANKING SECTOR IN SRI LANKA

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ABSTRACT

In this research study, there are four independent variables such as top management, perceived cost, perceived benefit and organization capabilities and the dependent variable is green banking practices. Thus, this study intends to investigate the Level of Organisational Factors and Green Banking Practices, the Relationship Between Green Banking Practices and Organisational Factors, and the Examine the Impact of Organisational Factors on the Green Banking Practices in the Banking Sector in Sri Lanka.

In this research study, primary data had been practiced by this study. A structured questionnaire was used as the method of data collection. The Stratified convenient sampling method used to make the sampling framework of the study. The quantitative research approach used for this study. The data were analyzed using descriptive statistics, correlation, and regression analysis.

The findings indicate that there are good reliability and high level of organisational factors and green banking practices of banking sector in Sri Lanka. And also the results showed that there is a strong positive relationship between organisational factors and green banking practices. Furthermore, organisational factors are significantly impact on green banking practices.

Keywords: Organisational factors, Top management Support, perceived cost, Perceived benefit, Organization capabilities, Green Banking Practices

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