

**IMPACT OF GREEN HRM ON GREEN CREATIVITY WITH
MEDIATING ROLE OF EMPLOYEE GREEN COMMITMENT:
THE STUDY BASED ON APPAREL SECTOR IN AMPARA
DISTRICT**

By

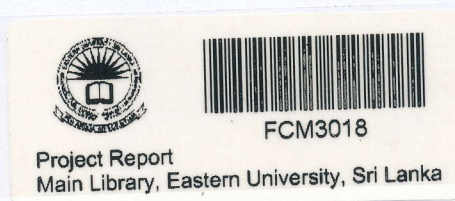
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ABSTRACT

The sustainability is a global priority, while Green Human Resource Management (GHRM) promoting environmental responsibility. However, limited research has explored how employee attitudes and commitments influence the relationship between GHRM initiatives and creative green outcomes in the apparel industry, especially in developing countries. The objectives of this study to identify to examine the level of green human resource management, employee green commitment and green creativity, to examine the relationship between green human resource management and green creativity, green human resource management and employee green commitment and employee green commitment and green creativity and to examine the mediating role of employee green commitment in the relationship between green human resource management and green creativity.

This research study has been conducted using 226 employees in selected apparel companies in Ampara district and a study uses a quantitative design with a structured questionnaire distributed among employees. Mainly the researcher has used descriptive analysis, correlation analysis, regression analysis and mediation analysis to achieve the objectives of this research study. Results indicate that Green Human Resource Management, Employee Green Commitment, and Green Creativity have high level. And also according to correlation analysis there were strong positive relationships among green human resource management and employee green commitment, among green human resource management and green creativity and among employee green commitment and green creativity. Furthermore, impact of Green human resource management on Green creativity is mediated by Employee green commitment.

Keywords: *Green Human Resource Management, Employee Green Commitment, Green Creativity*

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