

**IMPACT OF INCENTIVE STRUCTURES (MONETARY AND
NON-MONETARY) ON GREEN EMPLOYEE BEHAVIOR - A
STUDY BASED ON HOSPITALITY INDUSTRY SRI LANKA –
SPECIAL REFERENCE TO COLOMBO DISTRICT**

by

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ABSTRACT

This study examines the impact of monetary and non-monetary incentives on Green Employee Behavior (GEB) in the hospitality industry, with special reference to the Colombo District in Sri Lanka. The motivation to undertake this study arises from the increasing need to promote environmental sustainability practices within high-emission industries such as tourism and hospitality. The study seeks to answer critical questions: How do monetary incentives influence the adoption of GEB? How do non-monetary incentives sustain green actions among employees? And how do both incentive types contribute to overall green performance in the workplace? These questions are significant given the industry's role in environmental degradation and the growing demand for strategic motivation techniques that encourage employee participation in sustainability initiatives. A quantitative, deductive research approach was employed. Data were collected from 383 hotel employees in the Colombo District using a structured questionnaire. Statistical analysis was conducted using SPSS software, and multiple regression analysis was applied to evaluate the relationships between the incentive structures and dimensions of GEB. The findings revealed that both monetary and non-monetary incentives significantly influence green employee behaviors. Monetary incentives primarily enhanced task-related green practices, while non-monetary incentives effectively fostered intrinsic motivation, encouraging voluntary and consistent green behaviors. These insights highlight the importance of adopting a blended incentive strategy to achieve sustainable outcomes in the hospitality sector. The study provides valuable implications for hotel managers, human resource professionals, and policymakers aiming to embed environmental responsibility within organizational culture, especially in developing country contexts like Sri Lanka.

Keywords: Green Employee Behavior, Hospitality industry, Monetary incentives, Non-monetary incentives, Sustainability

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