

**GREEN (ENVIRONMENTAL) COMPETENCE OF EMPLOYEES
OF BANKS IN BATTICALOA REGION**

ARCHANA PATHMAPRIYAN



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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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Abstract

The current rapid growth in the economy and the patterns of consumers' consumption and behavior are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakens developing countries to the green movement. People have become more and more aware of the declining state of the environment and, as a consequence, have shown an increased interest in environmental issues. In this context, banks play an important role to turn into green banking practices by reducing the negative environmental impacts. In this context, there is a need to identify green (environmental) competence of employees in banking sector.

In order to analyze the current status of green competence and green performance of employees in the banking sector, this study was conducted with two research objectives such as to assess the levels of green (environmental) competencies and assess the impact of green (environmental) competencies of employees in banks in Batticaloa. In order to achieve the objectives of this study, primary data were collected from 163 employees of selected Commercial Banks in Batticaloa and the structured questionnaire was administered to collect the data. The data were analyzed by using univariate (descriptive measures such as mean and standard deviation) and bivariate (simple regression and correlation) analysis.

In connection with a first objective, findings of the study revealed that there is high level of green (environmental) competence among employees in the selected Commercial Banks. There is positive and significant impact of green (environmental) competence on green performance of employees regarding the second objective. Therefore, this study empirically demonstrates that verifying green competence attributes such as environmental concern, environmental knowledge, green purchase attitude and intention during employee selection would certainly be helpful for firms to identify individual green performance potential and giving specific environmental training, this will help to save environment and that will be beneficial for both the firm and employees.

Keywords: Batticaloa, Environmental Deterioration, Green (Environmental) Competence, Green Performance, Commercial Banks

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