

ABSTRACT

The process of turning green is a long and conscious path and for many businesses significantly challenging. Yet, it is not only a pressure of the public, rather a necessity to adapt to the changes before it would be too late. A green work environment can have a positive influence on its stakeholders, which can not only lead to consciousness at the workplace, but it could help to create a pro-environmental mindset in the everyday life of these individuals. Consequently, in this paper a quantitative study was conducted through a survey, which measured to what extent a sustainable business strategy can influence the attitudes and change the behavior of its employees.

According to the findings of the study, there is a moderately favorable association between the two variables. This shows that corporations may have an effect on employees' behavior by effectively exhibiting environmentally sustainable behavior toward stakeholders. It was analyzed how employee attitudes conduct had evolved over the course of their employment with the relevant firm. However, the conclusion that the influence is rather negligible can be drawn because of the modest, but positive correlation. Employee satisfaction and corporate behavior have been proven to be positively correlated, suggesting that employees of sustainable firms tend to be happier. The outcomes of the qualitative research were a helpful addition to underline the significance of this study. The statements from the interviews supported the earlier findings that leaders' mentality has a significant impact on employees that lasts over time.

As one of the main limitations of the study, the fact that fewer people than anticipated took part in the poll can be seen as a restriction on the sample size. However, it is seen to be adequate to produce realistic results, although a bigger sample group makes it easier to assess if a given result represents a genuine discovery and, in some cases, lowers the risk of developing errors. Furthermore, as the subject of sustainability is a sensitive one in terms of self-reflection, surveys like the one conducted for this particular work may have a higher likelihood of research bias because some responses may be affected by giving more socially desirable replies. Additionally, there were certain questions in this research that might have made participants feel uneasy. It is advised to conduct additional research focusing solely on the organization's role in generating long-lasting changes in employee attitudes. Future research may also focus on the subjects' private behaviors in order to better comprehend the ramifications of these findings. Due to the additional advantages of this conduct, organizations should think about developing or enhancing their sustainable strategy, by developing a plan that aims to have a long-lasting impact. In this approach, the sustainable behavior of the employees benefits both their personal environment and the company.