

## Leadership and green culture: exploring leadership principals and green culture in organization

<sup>1</sup>Yasir zaman,

<sup>1</sup>Department of management Sciences  
Abdul Wali khan University Pakistan.

<sup>2</sup>Ruqiya Wadood

<sup>2</sup>School of Business,  
MY University Islamabad,  
44000 Pakista

### Abstract

*leadership in establishing a green culture within firms, with a focus on fundamental values that help to do so. A green culture must be fostered through the use of leadership principles including vision and commitment, setting an example, empowerment and participation, awareness and training, and cooperation and partnerships. Leading by action creates a green culture, while leaders who have an unambiguous objective and a dedication to environmental conservation motivate their teams to adopt environmentally friendly procedures. Also enhancing environmentally friendly initiatives are staff empowerment, education promotion, and cooperation opportunities. successful leadership in developing a green culture inside firms include coordinating the organization's objectives and commitment with regards to the environment, setting a standard for others to follow, giving employees autonomy, fostering awareness and training among staff members, and encouraging alliances. Organizations can foster a culture where longevity is prioritized, reducing their negative environmental effect, boosting employee engagement, and achieving long-term success by incorporating these ideas into their leadership practices.*

**Keywords:** Leadership, leadership principal, green culture, green culture awareness.

### I. Introduction

Organizational culture, particularly the development of a green culture that prioritizes ecological responsibility, is greatly influenced by leadership. An organization that stresses ecology and tries to lessen its environmental effect through policies and procedures that are environmentally friendly is said to have a green culture (Sabokro, Masud et al. 2021; Azhar and Yang 2022). A green culture has many advantages, including better environmental results, improved employee happiness, and increased confidence among stakeholders. In order to establish and

preserve a green culture inside an organization, effective leadership is required. To make environmental responsibility an essential principle of the firm, leaders have to lead the example and offer direction (Domínguez-Escrig, Mallén-Broch et al. 2019). This entails not just implementing environmental standards and procedures but also emphasizing their significance to both employees and stakeholders, and making sure that every person in the organization feels passionately about them (Zhao and Zhou 2021).

Organizations have a lot of advantages from establishing a green culture. A green culture

can have positive effects on the environment as well as company profitability, company image, and trust among customers. Additionally, it can support the growth of a positive company culture in which workers take pride in and have a feeling of purpose in their work (Afsar, Maqsoom et al. 2020). As a whole, it is impossible to overestimate the value of a green culture. There is a rising demand for strong leadership to spearhead initiatives that improve the environment and foster a culture that is environmentally friendly inside the organization as businesses become more conscious of their environmental impact. Continuing with the subject, it is important to remember that developing a green culture calls for more than just adopting environmentally friendly procedures and laws (Begum, Ashfaq et al. 2022).

Employees can be inspired and motivated by leadership to accept long-term viability and they can be given the resources and encouragement they need to do so. Leaders can promote a culture that is environmentally friendly within the company through establishing a role model, outlining their targets and objectives in detail, and giving staff members the freedom to choose environmentally friendly behaviors (Afsar, Maqsoom et al. 2020). Azhar and Yang (2022) says that a leader can contribute to advancing ecology and persuade other stakeholders, such as clients, vendors, and shareholders, to embrace environmentally friendly procedures. This may have consequences that go across the company and help build a more durable organizational ecosystem. In final analysis, developing a green culture within a business requires strong leadership that can enthuse and encourage staff, interact with customers outside the firm, and make sure

environmental responsibility becomes a core value.

## II. Leader Ship

(Hunt 2004) being a leader is having the capacity to direct and influence others toward a common objective. Someone who is a leader encourages and stimulates people to reach their greatest potential while also offering advice, direction, and support. In every aspect of life, from business to politics to sports to social organizations, effective leadership is necessary. In organizations, where leadership may influence organizational culture, plan of action, and efficiency, it is particularly crucial. A wide range of abilities and traits are required for effective leadership, including the capacity for clear communication, sound judgment, problem-solving, managing conflict, inspiring and motivating others (Sadler 2003). A good leader is also able to adjust to shifting conditions and difficulties and is dedicated to ongoing learning and development. Autocratic, democratic, freedom of choice, revolutionary, and situational leadership are just a few examples of the numerous leadership philosophies. Each style has advantages and disadvantages, and the most successful leaders can change their approach to fit the circumstance and the demands of the people they lead (Hogan and Kaiser 2005).

(Chelladurai 2015) effective leadership is essential for advancing environmental initiatives and establishing environmentally friendly procedures and regulations inside the firm when it comes to fostering an environmental mindset in businesses. Leaders must set the example, encourage and motivate their teams to participate in long-term viability and offer the tools and

resources they need to do so. Effective leadership is crucial for the success of any organization or project in general, but it is especially crucial for promoting sustainability and developing a green culture (Afsar, Maqsoom et al. 2020).

### ***A. Leadership Challenges***

Despite the wide range of leadership problems, some of the most significant ones that executives must overcome are coping with resource constraints, controlling diversity within their businesses, and handling objections from employees (Carson and King Jr 2005). To accomplish their objectives and advance the achievement of their businesses, leaders must devise successful ways for dealing with these problems. Open discussion and involvement from stakeholders may be necessary to overcome opposition to change. Setting priorities and efficient resource allocation may be required when dealing with scarce assets. The creation of procedures and policies that encourage inclusion and respect for many viewpoints and experiences may be necessary to manage diversity (Zaccaro, Mumford et al. 2000). The capacity to overcome these and other obstacles while inspiring and motivating subordinates to strive toward a single goal are all necessary for effective leadership. It entails building an environment of learning and continual growth as well as forging solid relationships with stakeholders and fostering open communication. By doing this, leaders may foster success, sustainability, and an innovative and excellent culture within their firms (Fleming and Millar 2019). Sethuraman and Suresh (2014) can contribute that effective leadership is essential when trying to establish a green culture in an organization. Leaders need to be aware of the

value of sustainability, how their actions affect both society and the planet, and how important it is for them to work hard to advance environmentally friendly procedures inside the organizations they represent. This entails establishing specific ecological aims and objectives, creating procedures and rules that encourage environmentally conscious conduct, and offering the tools and assistance that employees will need to make responsible choices.

By interacting with interested parties and establishing connections with others, effective leadership is crucial for fostering viability outside of the company. In order to encourage green and address social and ecological issues, this may entail working with other organizations, taking part in industry-wide sustainability initiatives, and interacting with clients, suppliers, and communities. In general, fostering sustainability and developing a green culture in enterprises requires competent leadership. Leaders can encourage and inspire staff to embrace sustainability and promote good change both within and outside of their businesses, outlining expectations clearly, and providing the appropriate resources and support (Azhar and Yang 2022).

### ***B. Leadership principals***

Employee adoption of environmentally friendly procedures is inspired and motivated by leaders who have a clear vision for environmental responsibility (Avery and Bergsteiner 2011). Leaders set standards and act as role models for others by modeling environmentally conscious actions. Employee involvement and empowerment are key components of effective leadership in developing a green culture. By giving workers the chance to participate in

environmental initiatives, leaders can encourage an atmosphere of collaborative accountability and responsibility (Kellis and Ran 2013). By this involvement, collaboration and creativity are encouraged, which results to more effective and considerably environmentally friendly procedures across the entire organization. As a whole, having a clear goal, setting a standard, motivating and connecting with staff, and encouraging cooperation are all essential qualities of leadership for fostering a green culture. Leaders can promote change and create a culture that is environmentally friendly inside their organizations (Harris and Muijs 2002).

### III. Green culture

The values, attitudes, and conduct of an organization that place a high priority on environmental responsibility and sustainability are referred to as its "green culture." In order to foster a green culture inside their firms, leaders are essential.

- Leaders need to be aware of the value of sustainability and how their actions affect society and the environment. They must be familiar with current concerns and trends in ecology and be able to clearly communicate an organization's vision for environmentally friendly operations.
- Leaders must encourage environmentally friendly company procedures and set an example for others to follow. This entails establishing clear guidelines for environmentally friendly conduct, giving staff members the knowledge and tools, they need to make environmentally friendly choices, and

praising and rewarding environmental successes.

- Leadership should promote employee involvement in environmental initiatives. Employees should be given the chance to participate in environmental initiatives by being involved in the creation of sustainability policies and procedures.

Finally, leaders should foster a culture of innovation and continuous improvement around sustainability, by encouraging experimentation and learning, and providing the necessary support and resources for sustainability innovation. Overall, by promoting a green culture, leaders can drive positive environmental and social outcomes, enhance the reputation and competitiveness of their organizations, and contribute to the global transition to a sustainable future (Rizvi and Garg 2021).

Leaders can implement a number of strategies to foster a green culture, including setting ecological goals and targets, creating practices and rules that encourage environmentally friendly conduct, and giving staff members training and resources. They can also make use of data and technology to track and measure their environmental performance, and they can interact with outside parties to develop alliances and advance sustainability outside of the business (Begum, Ashfaq et al. 2022). Through collaboration and communication, leaders can also encourage staff participation in environmental initiatives. They can set up sustainability committees, provide training and workshops, and honor and reward ecological accomplishments, for instance. Leaders may

encourage a sense of ownership and participation among staff members and advance a sustainable culture inside the company by incorporating them in environmental initiatives (Carson and King Jr 2005). Leaders can also encourage sustainability by integrating sustainability criteria into their procurement choices, working with suppliers to lessen the environmental effect of their goods and services, and through their supply chains. Through driving favorable environmental and social results along the entire value chain, this can aid in promoting sustainability outside of the firm. In conclusion, developing a green culture needs leaders to make a consistent and all-encompassing effort to champion sustainable behaviors, practices, and values inside their enterprises. Leaders may improve organizational reputation and competitiveness, promote positive environmental and social consequences, and support the global transition to a sustainable future by doing this (Zhao and Zhou 2021).

#### *A. Importance of Green Culture*

Hooi, Liu et al. (2022) the advancement of environmental ethical behavior and accountability within organizations through green culture is crucial because it can have a good impact on the environment and society, boost an organization's reputation and competitiveness, and aid in the transition to an environmentally friendly future on a worldwide basis.

- Firstly, A green culture can aid businesses in reducing their resource consumption and environmental impact, which can lead to cost savings and improved productivity. Organizations can lessen their environmental effect and boost their

financial performance by supporting environmentally friendly methods like waste reduction, energy and water saving, and sustainable buying.

- Secondly, A green culture can boost an organization's competitiveness and reputation by showcasing a dedication to ecological and ethical business practices. Customers, investors, and other stakeholders are seeking for businesses that value environmental and social responsibility, and businesses with strong green cultures are better able to draw in and keep talent and capital.
- Thirdly, promoting sustainable habits and ideals both within and outside of organizations can help the world move to a sustainable future. Organizations can encourage positive change across industries and sectors and help to accomplish worldwide environmental goals by setting an example and advocating environmentally friendly procedures.

An organization's ability to promote long-term viability produce positive environmental and social results, increase competitiveness, and support the worldwide transition to an environmentally friendly future are all made possible by having a green culture. Employee engagement and a sense of purpose can both be increased by fostering a green culture. Organizations can show their dedication to having a beneficial impact on the world by supporting ecological and ethical business practices, which can inspire and motivate staff members (Wang 2019). A green culture can also assist organizations in addressing dangers and difficulties related to the environment and society. Organizations

can lessen their exposure to environmental and social risks and improve their capacity to adjust and respond to shifting market and community demands by supporting sustainable practices and values. A green culture can also promote innovation and creativity by promoting learning and experimentation related to environmental issues. Organizations can find new opportunities for ecological innovation and investigate fresh strategies for generating favorable environmental and social consequences by fostering a culture of continuous improvement (Hooi, Liu et al. 2022). Through the promotion of environmentally friendly habits and values, green culture can help further societal and ecologic objectives. Organizations can help to promote beneficial environmental and social results across industries and sectors and contribute to the accomplishment of global sustainability goals through interacting with stakeholders and promoting green outside of the organization (O'Brien, De Vreese et al. 2017). Fostering a green culture is crucial because it can support long-term viability and ethical business practices, lead to favorable environmental and social outcomes, improve organizational reputation and competitiveness, increase employee engagement and sense of purpose, address risks and challenges related to the environment and society, encourage innovation and creativity, and support broader societal and environmental goals (Wang 2019).

### ***B. Opportunities of green Culture in organization***

Rizvi and Garg (2021) conversate that green culture inside a company offers a number of chances to influence favorable environmental, social, and economic consequences. Firstly,

implementing sustainable practices such as energy and water conservation, waste reduction, and sustainable procurement can result in cost savings for the organization. This can lead to increased efficiency and reduced environmental footprint.

- First of all, a green culture can improve the standing and competitiveness of a firm. Organizations can show their dedication to environment and ethical business conduct by supporting environmentally friendly procedures and ideals, which can draw customers, stakeholders, and employees and boost their reputation. The organization may eventually benefit from more income and growth potential.
- Secondly, a green culture can increase worker loyalty and involvement. Through environmental programs, employees are encouraged to have a sense of involvement and objective, which increases their likelihood of being content with their jobs and feeling more invested in the company's success.
- Thirdly, a green culture can encourage innovative thinking and creativity. Organizations can find new opportunities for sustainability innovation and investigate new strategies to promote favorable environmental and social outcomes by fostering experimentation and learning about environmental and social issues. New goods, services, and business models may result from this, improving the organization's ability to compete and boosting its chances of long-term success.

Finally, risk management can be enhanced by a green culture. Organizations can lessen their exposure to environmental and social risks and improve their capacity to adjust and respond to shifting market and community demands by supporting environmentally friendly procedures and values. This can assist businesses in better managing the risks and possibilities brought on by environmental and social issues. Renwick, Redman et al. (2013) contribute as green culture can also open doors for cooperation and partnerships with other businesses, governmental bodies, and local communities. Organizations can interact with stakeholders and help to achieve more general environmental and social goals. Everybody involved may gain from new prospects for partnerships, collaborations, and the production of shared value. A green culture can also assist firms in adhering to environmental norms and rules, which can lead to improved regulatory compliance and decreased reputational and legal concerns. Organizations can improve their credibility and reputation by implementing green practices and values to ensure that they strictly adhere to industry standards and legal regulations.

#### **IV. Leader awareness about Green Culture**

The successful implementation of green culture inside a business depends on leadership understanding. The importance of environmental sustainability and its possible bearing on the organization's long-term success must be understood by leaders. By encouraging a green culture, leaders may inspire employees and stakeholders to share a common commitment to long-term viability and they can also provide the tools and support needed to advance green practices

and values within the company (Sadler 2003). Leadership sensitivity to environmental culture can also encourage corporate change in favor of sustainability. Leaders may foster a culture of sustainability within their organization and persuade staff to adopt sustainable behaviors and practices by setting a good example and advocating environmentally friendly initiatives (Renwick, Redman et al. 2013). By encouraging exploring and acquiring knowledge about environmental problems, leaders can also contribute to the creative thinking surrounding environmental problems. Leaders can give staff members opportunity to find novel approaches to ecological issues and investigate novel strategies for generating favorable environmental and social consequences by fostering a culture of long-term viability (O'Brien, De Vreese et al. 2017).

Overall, for green culture to be successfully implemented inside a business, leadership understanding is essential. Leaders may drive organizational change towards long-term viability stimulate creativity and innovation, and create a shared vision and commitment to ecology among employees and stakeholders by creating a culture that is environmentally friendly and offering the appropriate support and resources (Rizvi and Garg 2021). Organizations can establish training programs and offer education on environmental issues to increase leadership understanding of green culture. This may help in developing the knowledge and abilities leaders need to encourage environmentally friendly behaviors and attitudes within the company. Organizations can also establish environmental indicators and goals and report on their progress on a regular basis. This can assist in cultivating a culture and holding executives accountable

for advancing environmentally friendly procedures inside the organization (Wang 2019). Organizations can also develop rewards and recognition programs to promote certain actions and habits among workers and leaders. Organizations can foster a culture that is environmentally friendly which leads to favorable social and environmental results. Finally, it's critical for businesses to interact with all relevant parties, such as clients, partners, and communities (Chen 2011). Organizations can develop a common goal and dedication to environmental sustainability that goes beyond the organization by involving stakeholders in environmental efforts and promoting environmentally friendly behaviors. From the bottom up, increasing leadership awareness of green culture is essential for its successful implementation within an organization. Organizations can foster a culture that is environmentally friendly and promote advantageous environmental, social, and economic results by offering education, establishing goals and measurements, developing incentives and recognition programs, and involving stakeholders (Riva, Magrivos et al. 2021).

## V. Discussion:

Effective leadership concepts that support conservation and the incorporation of eco-friendly practices are needed to create a green culture within organizations. Ambition and dedication make up the first leadership principle. Leaders need to have a distinct understanding of environmentally friendly practices and show a sincere dedication to preserving the environment. Leaders motivate staff to embrace environmentally friendly procedures by articulating this vision and connecting it to the company's goals. Leaders set a benchmark of ethical conduct

by incorporating environmentally friendly behaviors into both their professional and personal lives (Chelladurai 2015). Leaders that continuously show their dedication to environment inspire followers by setting an excellent precedent for them. This technique not only promotes a green culture, but it also increases employee credibility and trust. The development of a green culture depends critically on empowerment and engagement. Giving employees ownership over environmental efforts will empower them. Leaders encourage a sense of shared responsibility by integrating workers in decision-making processes and offering chances for input and feedback. Through employee participation in environmental programs, this involvement fosters a culture of collaboration that produces creative and practical solutions (Zhao and Zhou 2021).

Building a green culture depends on spreading knowledge and awareness. Education regarding environmental concerns, the value of ecological responsibility, and the possible effects of employees' behavior should be a top priority for leaders. Leaders enable staff to make informed decisions and take an active role in sustainable practices by providing training programs, workshops, and information access (Wang 2019). This training not only promotes awareness, but also encourages a shared comprehension of the environmental objectives of a company. Creating a green culture that transcends the corporation requires cooperation and collaborations. Partnerships with external groups and stakeholders who share a commitment to green should be actively sought by leaders. Leaders can exchange ideas, discuss best practices, and cooperate to achieve more general environmental goals by working with like-minded organizations. These



partnerships increase the effectiveness of sustainability programs and promote an environmental responsibility culture that transcends corporate lines (Zaccaro, Mumford et al. 2000).

## VI. Conclusion:

The creation of a green culture within a business needs sound leadership principles and a dedication to environmental responsibility. Employers are motivated to implement environmentally friendly procedures by leaders who have an unambiguous goal and a sincere dedication to environmental protection. Leaders set the tone for a green culture by setting an example and incorporating environmentally friendly practices into their own work and home life. This inspires others to do the same. Leadership in developing a green culture has to value worker ownership and involvement. Leaders encourage a sense of ownership and shared responsibility by giving staff chances to participate in environmental initiatives. This interaction encourages cooperation, creativity, and a group effort to uphold environmental responsibility. The importance of awareness-raising and education. Education of staff members about environmental concerns, environmentally friendly methods, and the consequences of their activities should be a top priority for leaders. Leaders enable people to make educated decisions and actively participate in long-term initiatives by providing them with knowledge and resources.

Leaders may boost their organization's green activities by collaborating with other like-minded businesses and exchanging ideas, sharing best practices, and working toward shared environmental goals. Overall, creating a green culture inside firms depends

primarily on leadership. Leaders may motivate and advance environmentally friendly procedures across the organization by embracing leadership principles including vision, leading by example, empowerment, education, and cooperation. A green culture improves organizational reputation, employee satisfaction, and long-term performance in addition to helping the environment. Organizations may make a substantial contribution to a more sustainable and environmentally friendly future when good leadership is at the helm.

## VII. References

- Afsar, B., A. Maqsoom, et al. (2020). "Responsible leadership and employee's proenvironmental behavior: The role of organizational commitment, green shared vision, and internal environmental locus of control." Corporate Social Responsibility and Environmental Management **27**(1): 297-312.
- Avery, G. C. and H. Bergsteiner (2011). "How BMW successfully practices sustainable leadership principles." Strategy & Leadership **39**(6): 11-18.
- Azhar, A. and K. Yang (2022). "Examining the influence of transformational leadership and green culture on pro-environmental behaviors: Empirical evidence from florida city governments." Review of Public Personnel Administration **42**(4): 738-759.
- Begum, S., M. Ashfaq, et al. (2022). "Does green transformational leadership lead to green innovation? The role of green thinking and creative process engagement." Business Strategy and the Environment **31**(1): 580-597.
- Carson, C. M. and J. E. King Jr (2005). "Leaving leadership: Solving leadership problems through empowerment." Management Decision **43**(7/8): 1049-1053.
- Chelladurai, P. (2015). Leadership 1. Routledge Handbook of Theory in Sport Management, Routledge: 143-154.
- Chen, Y. S. (2011). "Green organizational identity: sources and consequence." Management Decision.

- Domínguez-Escrig, E., F. F. Mallén-Broch, et al. (2019). "The influence of leaders' stewardship behavior on innovation success: the mediating effect of radical innovation." Journal of Business Ethics **159**: 849-862.
- Fleming, K. and C. Millar (2019). "Leadership capacity in an era of change: the new-normal leader." Journal of organizational change management **32**(3): 310-319.
- Harris, A. and D. Muijs (2002). Teacher leadership: Principles and practice, National College for School Leadership London, UK.
- Hogan, R. and R. B. Kaiser (2005). "What we know about leadership." Review of general psychology **9**(2): 169-180.
- Hooi, L. W., M.-S. Liu, et al. (2022). "Green human resource management and green organizational citizenship behavior: do green culture and green values matter?" International Journal of Manpower **43**(3): 763-785.
- Hunt, J. G. J. (2004). "What is leadership?"
- Kellis, D. S. and B. Ran (2013). "Modern leadership principles for public administration: Time to move forward." Journal of Public Affairs **13**(1): 130-141.
- O'Brien, L., R. De Vreese, et al. (2017). "Cultural ecosystem benefits of urban and peri-urban green infrastructure across different European countries." Urban Forestry & Urban Greening **24**: 236-248.
- Renwick, D. W., T. Redman, et al. (2013). "Green human resource management: A review and research agenda." International journal of management reviews **15**(1): 1-14.
- Riva, F., S. Magrizos, et al. (2021). "Investigating the link between managers' green knowledge and leadership style, and their firms' environmental performance: The mediation role of green creativity." Business Strategy and the Environment **30**(7): 3228-3240.
- Rizvi, Y. S. and R. Garg (2021). "The simultaneous effect of green ability-motivation-opportunity and transformational leadership in environment management: the mediating role of green culture." Benchmarking: An International Journal **28**(3): 830-856.
- Sabokro, M., M. M. Masud, et al. (2021). "The effect of green human resources management on corporate social responsibility, green psychological climate and employees' green behavior." Journal of Cleaner Production **313**: 127963.
- Sadler, P. (2003). Leadership, Kogan Page Publishers.
- Sethuraman, K. and J. Suresh (2014). "Effective leadership styles." International Business Research **7**(9): 165.
- Wang, C.-H. (2019). "How organizational green culture influences green performance and competitive advantage: The mediating role of green innovation." Journal of Manufacturing Technology Management.
- Zaccaro, S. J., M. D. Mumford, et al. (2000). "Assessment of leader problem-solving capabilities." The Leadership Quarterly **11**(1): 37-64.
- Zhao, H. and Q. Zhou (2021). "Socially responsible human resource management and hotel employee organizational citizenship behavior for the environment: A social cognitive perspective." International Journal of Hospitality Management **95**: 102749.