

FACTORS INFLUENCING MANAGERIAL EMPLOYEES' GREEN CREATIVITY IN SELECTED APPAREL ENTERPRISES IN SRI LANKA

Sandamini, W.K.I.* and Dharmaratne, K.L.B.G.

*Department of Business Management, Faculty of Management Studies
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**imeshasadamini32@gmail.com*

Sustainability management plays a dominant role in business entities across the world. The concept of green creativity has become a central topic among the industry and scholars recently. As there is no evidence that there are Sri Lankan studies on green creativity of managerial employees in the apparel industry, this research fills that theoretical and contextual gap. The problem of this research is "Why do managerial employees in the apparel enterprises of Sri Lanka demonstrate lack of green creativity?" The purpose of the research was to examine the individual and organizational level factors that influence the green creativity of managerial employees. In provision of the Ability Motivation Opportunity (AMO) theory, the researchers selected green transformational leadership as an organizational-level factor and three individual-level factors; green self-efficacy, green intrinsic motivation and green extrinsic motivation as independent variables to examine their direct impact on green creativity. To attain this purpose, researchers used quantitative methodology and collected primary data from 127 managerial employees in three leading apparel enterprises in the Western Province of Sri Lanka using the convenience sampling method. Descriptive statistics, correlation, and regression analysis were used to analyze the data. The results revealed that green intrinsic motivation positively influences green creativity. The research implications provided empirical evidence for a positive impact of green intrinsic motivation on green creativity of the managerial employees in the apparel industry in Sri Lanka.

Keywords: Green creativity, green extrinsic motivation, green intrinsic motivation, green self-efficacy, green transformational leadership