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Future of Philanthropy and Sustainable Development: Holistic Approach towards Innovative Fundraising and Strategic Entrepreneurial Partnership for Societal Well-Being

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FACTORS INFLUENCE PRO-ENVIRONMENTAL BEHAVIOUR AT WORK: A CONCEPTUAL PAPER

Mohamad Bilal Zabani, Siti Norashikin Binti Bashirun*, Akmal Soleha Mahzan & Muhammad Haikal Jamali

Faculty of Business and Management, Universiti Teknologi MARA Shah Alam & Universiti Teknologi MARA Melaka.

Abstract
Pro-environmental behaviour refers to actions and activities undertaken by individuals or groups that contribute positively to the protection and preservation of the natural environment. In an era marked by escalating environmental challenges, fostering environmentally responsible actions within organizational settings becomes imperative. Drawing upon existing literature and theoretical frameworks, this paper identifies and analyses key determinants shaping pro-environmental behaviour at work. This conceptual paper will explain the multifaceted factors that influence pro-environmental behaviour in the workplace. The proposed factors encompass Leadership, Individual characteristics, Culture, Organization Green Policies, and Corporate Social Responsibilities (CSR). The synthesis of these factors contributes to an enhanced comprehension of the complex dynamics underpinning pro-environmental behaviour in the workplace. It provides insights for developing effective strategies to promote sustainability within organizations.

Keywords: Pro-Environmental Behaviour; Green Behaviour; Green Workplace Behaviour; Environmental Sustainability