**Original Research Article**

**Green HRM Practices Effect Organizational Citizenship Behaviour in the Indian Service Sector: The Mediating Role of Job Satisfaction**

**ABSTRACT**

**Aim:** The purpose of this study is to investigate the effect of Green human resource management practices on organizational citizenship behaviour in the Indian service sector through the mediating role of job satisfaction. Among these, Green recruitment & selection (GRS) and Green Employee Empowerment (GEE) are identified as key strategic drivers. This study finds the relationship between GRD, GEE, Job satisfaction (JS), and Organizational citizenship behaviour (OCB).

**Materials and Method:** The data was collected through a questionnaire survey from 300 full-time employees of the Indian service sector. In our study, we used Partial Least Square-Structural equation modeling version software (4.0.1.9) to analyze the data.

**Results:** Furthermore, our study also finds that all hypotheses supported and job satisfaction mediated the relationship between green employee empowerment, green recruitment & selection, and organizational citizenship behaviour.

**Conclusions:** This study provides various practical and theoretical implications for employees and HR managers who are working in the Indian service sector and how green HRM practices effect employee behaviour in the service sector within an emerging market context.

*Keywords:**Green human resource practices; GHRM; job satisfaction; organizational citizenship behaviour; OCB; Indian service sector.*

1. **INTRODUCTION**

Green HRM practices are an important and trending topic in the modern era. Organizations are actively involved in achieving corporate environmental sustainability. Wilkinson et al., (2001) state that Green HRM motivates workers to use resources efficiently as much as to reduce environmental impact. It involves the holistic application of sustainable workforce management strategies throughout the organization. By combining organizational goals and individual aspirations at that workplace, such sustainable organizational methods, are important for preserving social interactions and promoting economic stability. Kramar (2014) states that the Green HRM is an “HRM activity that increases the positive environmental outcomes”. According to (Felgate, 2006) British Carbon Trust conducted a survey that included 1,018 workers, and more than 75% of respondents expressed their preference with organizations that frequently use environment-friendly green policies. Green HRM practices also enhance worker performance and dedication to improve their environmental efficiency. According to Wagner (2011) this time organization must adopt their green models and implement their eco-friendly practices in their daily routine operations. Jackson and Seo (2010), state that the shifting amount of sustainability has created a service sector organization with a competitive advantage. As a result of this, service organization has increased their focus on sustainable performance, especially in terms of environmental performance (Chaudhary, 2020; Ren et al., 2018; Yong et al., 2019; Yusliza et al., 2017). Some recent studies connected Green HRM to different aspects of environmental performance and environmental management (Dumont et al., 2016; Shen et al., 2016, 2018; Gholami et al., 2016; O’Donohue and Torugsa, 2016; Subramanian et al., 2016; Jabbour and Santos, 2008; Jabbour et al., 2008). Kim et al. (2019) state that Green human resource management practices effect workers' environmental consciousness and their eco-friendly behaviour. According to (Dumont et al., 2016; Boiral, 2009; Shen et al., 2018) many studies discovered the impact of Green HRM practices on workers’ work-related outcomes. Despite the increasing stage of research on Green HRM and its effects on workers' work-related outcomes, this area remains in its early stage, more and more research is needed to identify the new social and psychological processes linking Green HRM to worker outcomes (Renwick et al., 2013; Dumont et al., 2016). Every day Green human resource management practices regularly change worker behaviour, and promote Green HRM practices and their impact on the sustainability of the organization. Few empirical research links between green employee empowerment (GEE), green recruitment & selection (GRS), employee job satisfaction (JS), and organizational citizenship behaviour (OCB).

According to Pham et al., (2019), Green behaviour is fostered in the workplace through Green HRM practices such as green recruitment, performance management, and green training. Additionally, a new trend in Green HRM is to empower workers for green initiatives; which practically benefit a green-paying task (Tariq et al., 2016). Daily et al., (2012), found that workers who get internal motivation in terms of sense, like job satisfaction, choices, and competence, develop self-efficiency, competence, and organizational commitment. Research indicates that workers feel that green management practices will be advantageous for the organization, the environment, the society, and employees themselves are more likely to identify with them (jahanshahi et al., 2021). Some studies find that Green HRM produces another outcome, like organizational citizenship behaviour (OCB), that extends ecological benefits and support to achieve environmental goals (Pizone et al., 2020; Boiral, 2009). OCB is defined as an altruistic and courteous behaviour (Yen and Niehoff, 2004), that means “not directly or explicitly recognized by the formal reward system” (organ, 1998). OCB is a concern for organizations due to the correlation of positive outcomes (Yen and Niehoff, 2004). Additionally, Organ (1998) found the five dimensions of OCB such as “altruism, courtesy, conscientiousness, sportsmanship, and civic virtue”. According to (Lamm et al., 2013) in our research Organizational Citizenship Behaviour (OCB) refers to civic and voluntary activities that help the organization realize its objectives and maintain its environmental sustainability. This study analyzes the empirical and theoretical effect of Green HRM practices on organizational citizenship behaviour, this research aims to close the gap in the existing literature using the “win-win” framework on Green HRM proposed by Carollo and Guerci (2018). Additionally, it involves the behaviors that improve organizational environmental sustainability and views job satisfaction as an important component of internal social sustainability. The important and primary objective of this research is to find these relations:

R1. To investigate the relationship between GRS and JS

R2. To investigate the relationship between GEE and JS

R3. To investigate the relationship between JS and OCB

In other words, this model suggests that empowering and selecting employees to accomplish green activities in the organization should result in employees' satisfaction with their jobs and high engagement in their work. Therefore, create a work environment where Workers are empowered and they will be satisfied with their jobs and empowered employees to be involved in environment-friendly behaviour aimed at reducing or eliminating the negative effect in the work environment. As a result, it has a positive effect on organizational citizenship behaviour.

1. **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

**2.1 Green Recruitment & Selection and Job Satisfaction**

Bauer and Erdogan (2012) and Long et al. (2014) state that green recruitment & selection are the important practices of Green HRM. Through a variety of procedures, green recruiting & selection which focuses on selecting employees who share sustainability principles and environmental awareness, can improve their job satisfaction. The process of recruitment & selection of candidates who are conscious of environmental issues and who are inclined to commit to their positive environmental performance is known as “green recruitment & selection” (Mousa and Othman, 2020). Employees who have a strong interest in their environmental issues and support their organizational sustainability objectives are more likely to experience high job satisfaction Hicklenton et al. (2019). Omune and Nyang (2021) State that green recruitment involves those candidates whose knowledge, behaviors, and abilities match the organization's environmental management system. Therefore, green recruitment & selection practices guarantee that new employees who are aware of the organization’s green culture and its value (Jackson and Seo, 2012), in return, the organization benefits from the green values, knowledge, and behaviour of newly hired employees (Masri and Jaaron, 2017). According to Long et al., (2014), Moin and Omar et al. (2021); Sareen (2018) studies have highlighted that there is a direct correlation between job satisfaction and recruitment & selection. Employees who are naturally attracted by environmental issues may be drawn to an organization that uses green recruitment & selection practices. These employees may be more engaged and satisfied with their jobs since their work relates to their interests and values. When employee perceives a strong connection between their values and the organization's ideals, they feel more satisfied with their job (Aslan and Atesoglu 2021). According to Renwick et al. (2016) Green recruitment & selection practices enhance worker job satisfaction and environmental commitment. Additionally, Renwick et al. (2016) also found that job satisfaction and green recruitment & selection are positively correlated.

H1. Green recruitment & selection positively effect job satisfaction

**2.2 Green Employee Empowerment and Job Satisfaction**

Green employee empowerment (GEE) practices are one of the important behaviors for achieving an organization's green goals (Tariq et al., 2016). Some previous research has demonstrated the close relationship between job satisfaction and empowerment (Dickson and Lorenz (2009), Fulford and Enz (1995), Gazzoli et al. (2010), Hance George (2003), Hechanova et al. (2006), Patah et al. (2009), Pelit et al. (2011), and Spreitzer (1996). Muogbo (2013) proposed that when workers feel empowered, they develop internal motivation, which results in favorable work-related outcomes like increased job satisfaction. According to Gutowski et al. (2005), a motivated green workforce has many advantages, including better work quality, increased commitment, self-efficacy, and job satisfaction. Fulford and Enz (1995) state that workers feel empowered and become more attached to their workplace when they feel empowered. According to (Sashkin, 1984) properly implementing empowerment in a service sector can greatly enhance performance, productivity, and job satisfaction. Another study by Gazzoli et al. (2010) found that empowering staff in the restaurant sector had a strong impact on job satisfaction. Various Green HRM practices like Green Employee Empowerment (GEE) are linked to increased job satisfaction. Many motivated workers can support environmentally friendly practices while also enhancing the organization's profitability (Chaudhary, 2020; Yong et al., 2019; Zaki & Norazman, 2019). According to (Chaudhary, 2020; Yong et al., 2019) Green HRM initiatives can support workers' lifestyles and encourage their participation in environmentally friendly practices, and empowering and motivating workers can directly impact their internal satisfaction and make them more likely to collaborate towards personal and organizational goals. Enhancing worker's well-being and improving their working condition are two important elements of job satisfaction that are often improved by ecological empowerment initiatives. Workers' mental and physical health can be significantly enhanced by implementing eco-friendly practices such as improving energy efficiency, reducing waste and pollution, and creating a sustainable and healthy workplace (Madero-Gomez et al., 2023). For example, indoor plants can boost worker output, health, and overall job satisfaction.

H2. Green employee empowerment positively effect job satisfaction

**2.3 Job Satisfaction and Organizational Citizenship Behaviour**

Numbers study finds a positive relationship between job satisfaction and organizational citizenship behaviour (Bateman & Organ, 1983; Lee & Allen, 2002; MacKenzie, Podsakoff, & Ahearne, 1998; Moorman, 1993; Morrison, 1994; Organ & Konovsky, 1989; Smith et al., 1983; William & Anderson, 1991). Organ (1998) first proposed five dimensions of OCB Altruism, conscientiousness, politeness, civic virtue, and sportsmanship. Fassina et al. (2008) found that job satisfaction affects all five dimensions of OCB. Various studies find a correlation between job satisfaction and OCB, a relationship extensively explored in the literature. Because of their reciprocal correlation, finding the right direction of causality between OCB and job satisfaction remains challenging. It is unlikely that researchers will resolve this complexity in the future. Additionally, Zeinabadi (2010), Bateman and Organ (1983), Chiu et al. (2005), and Ocampo et al. (2018) state that there is a positive correlation between organizational citizenship behaviour and job satisfaction, this shows that workers who experience a higher level of job satisfaction are more likely to engage in behaviors that will benefit the firm. Kreitner et al. (2014), also found that job satisfaction and organizational citizenship behaviour (OCB) are highly correlated. Balu (1964) states that social exchange theory analyzes the employee's organizational citizenship bahaviour and how they are connected with Job satisfaction. As per this theory, workers who are happy with their work behave in reciprocal behaviour and positive manner (OCB), ultimately benefiting their organization. In this context, employees who are more satisfied with their jobs, their pay, and their relationships with colleagues and supervisors tend to be rewarded by the company with positive behaviors, including organizational citizenship behaviour. Numerous studies find the idea of reciprocity with the workers who are highly satisfied with the organization and the organizational citizenship behaviour (Zeinabadi, 2010), (Chiu et al., 2005), (Ocampo et al., 2018). Mohammed et al. (2018) find that workers with higher job satisfaction have emotions, feelings, positive attitudes, and behaviour related to their work. According to Hurst, Baranik, and Clark (2016) state that significant relationship between job satisfaction and organizational citizenship behaviour at the individual and organizational levels.

H3. Job satisfaction positively effect organizational citizenship behaviour

**2.4 The Mediation of Job Satisfaction.**

When employees feel their company is actively pushing and implementing green practices, their job satisfaction level is significantly influenced. (Hameed et al. 2020) states that beyond purely symbolic gestures, green HRM encompasses real-world projects that demonstrate environmental sustainability. Employees recognize that their organization is committed to reducing its environmental impact if they use environmentally friendly resources, like energy-saving equipment, and recycling facilities, and similarly, workers are included in environmental decision-making. For example, by creating a green team and asking for their suggestion regarding sustainable projects, an organization conveys to them that their input and contributions are valued in directing the organization's sustainability goals (Ababneh 2021). (Raineri and paille, 2016) states that increased employee morale, this supportive work atmosphere also increased general well-being, work engagement, and trust in the organization. When workers perceive that their values are compatible with that organization, they find a higher sense of purpose and fulfilled in their work, which positively impacts their job satisfaction. Additionally, (Paille and Rainieri, 2016) found that green HRM practices promote a sense of corporate support and alignment with their employee's beliefs, which in turn enhances job satisfaction. When employees feel that their organization shares their concerns about the environment it creates a positive work environment with common objectives and goals. As a result of their higher commitment and increased loyalty to the organization, they sincerely support overarching goals, including environmental conservation.

1. **RESEARCH METHODOLOGY**

**3.1 Participants and Procedures**

We used a purposive sampling method to collect data from 300 employees working in different service sectors in India, with the data collected period spanned from between 2 January 2024 to 30 November 2024. The questionnaires were distributed to 450 employees both offline and online. A total of 370 responses were received, and 300 of these were selected for data analysis based on a software-determined sample size. Incomplete and inaccurate responses were not included in the analysis. Data collection involved 144 responses offline and the remaining 156 responses were collected via social media platforms like email, LinkedIn, And WhatsApp. We assured our participants that this research would be used only for academic purposes, and participants remain anonymous. The process of selecting people through non-probability purposive sampling involved employees in the Indian service sector. Data was analyzed through Structural Equation Modeling (SEM) with Smart partial least Squares and SPSS. According to (Hair et al., 2016) structural equation modeling (SEM) is used to reduce measurement error because it can influence the hierarchy of latent components. Regarding their demographic profile shown in Table 1

**3.2 Measures**

This study utilized a 5-point Likert scale to gather responses for the questionnaire. The reliability and validity of this questionnaire are ensured from its previous research. This survey included 4 key variables: Green Human Resource Management practices, job satisfaction, Green employee empowerment, and organizational citizenship behaviour. Green employee empowerment was measured using six items by (Mohd et. al., 2017, Muhammad, 2022, ahamed et. al., 2022, adedapo et. al., 2020).

**Figure 1.**  Research model

Green recruitment and selection

 **H1**

 **H3**

Organizational citizenship behaviour

Job satisfaction

Green employee empowerment

 **H2**

Age, Gender, Work Experience, Marital Status

Source: Compiled by authors

Green recruitment & selection were assessed with an eight scale adopted (Richa, 2015 & mehran, 2015, Paul, 2021 & Subhadeep et. al., 2020). The sample scale included questions such as “Top management involves the employee in formulating environmental strategies and plans (green employee empowerment)” and “My organization recruits candidates who have environmental awareness (green recruitment & selection)” etc. Likert scale was used to collect the respondent attitudes and opinions towards these variables. Likert scale was rated from “Strongly disagree = 1” to “Strongly agree = 5”. This scale demonstrated a commendable Cronbach’s alpha value found to be 0.937 (green employee empowerment), and 0.912 (green recruitment and selection).

Job satisfaction was measured using nine items adopted from (Azadeh & Mehran 2022, Abdulrahman 2019, Paul 1994, and Ibrahim et. al., 2023). “I feel the work that I do is good for my physical health” employee rating on satisfaction with their job on a Likert scale (strongly disagree = 1 to strongly agree = 5). This scale has found a strong reliability value of 0.918.

OCB was measured by using eleven items of scale (Tan 2017, Carla & Pietra 2022). “I actively participate in sustainability events organized by the organization” employee rating on organization citizenship behaviour in the organization was taken on a five Likert scale. This scale has found a strong reliability value is 0.909.

**Control variables**: Gender, age, marital status, and working experience were used as controlled variables in this study we assess their impact on job satisfaction and organizational citizenship behaviour.

**3.3 Demographic Information**

Table 1 shows the respondent's demographic profile for age, marital status, gender, and working experience. In terms of age, the highest age group was “below 30 years” 72.0% followed by “31 to 40 years” which is 23.7%, and “above 40 years” which was 4.3%. For gender, 80.3% of respondents were male, and 19.7% were female. The majority of the 70.7% of respondents were unmarried and married 29.3%. The majority of the respondents had 1 to 5 years of experience in the service industry is 73.7%, followed by 6 to 10 years is 16.0%, and above 11 years 10.3% experience.

**Table. 1.** Demographic details

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Frequency | Percentage (%) |
| Age | Below 30 years31 to 40 yearsAbove 40 years | 2167113 | 72.023.74.3 |
| Gender | MaleFemale | 24159 | 80.319.7 |
| Marital status | MarriedUnmarried | 88212 | 29.370.7 |
| Work experience | 1 to 5 years6 to 10 yearsAbove 11 years | 2214831 | 73.716.010.3 |

Source: Compiled by author

* 1. **Data Analysis**

In our study, we used smart PLS version 4.1.0.9 software to analyze the causal relationship among relevant factors and verify the hypothesis using the ‘partial least squares structural equation modeling’ (PLS-SEM) method (Hair et al., 2021). This method is suggested to test the mediation relationship and permit to check the multiple variables simultaneously (Hair et al., 2017). PLS-SEM is consistent with two steps: the first one is the outer ‘measurement’ model assessment and the second is the inner ‘measurement’ modal assessment (chin, 1998). PLS-SEM is acknowledged as an effective statistical technique and well-suitable for this study because of its flexibility and its high predictive accuracy of the relationship (Hair et al., 2019). The structural equation model was used to test the hypothesis direct effect of green employee empowerment, green recruitment & selection on job satisfaction and the mediating role of job satisfaction was the direct effect of organizational citizenship behaviour.

**4. RESULTS**

**4.1 Measurement Model**

We examine construct validity using multiple indicators, including discriminant validity, average variance extracted (AVE), and composite reliability (CR). Additionally, the factor loading of each variable exceeds the threshold value of 0.60 Hair et al. (2018). This indicates that each variable of the component is completely explaining its measurement variable. Overall, all variables explain satisfactory convergent validity. To evaluate reliability, we calculate both the CR index and Cronbach’s alpha. All Cronbach’s alpha values ranged from 0.904 to 0.937, which is greater than the threshold value of 0.70 (Hair et al., 2018). Similarly composite reliability (CR) value ranged from 0.909 to 0.940, which is greater than the value of acceptable range from 0.70 (Fornell and Larcker, 1981). Convergent validity was determined through the Average variance extracted (AVE) value, the AVE value of four constructs ranging from 0.514 to 0.760, which is greater than the threshold value of 0.05 (Hair et al., 2018).

Furthermore, to evaluate the discriminant validity, we compute the HTMT ratio and the Fornell and Lacker criterion (Henseler et al., 2015). According to the criterion, the square root of AVE for a variable (in-diagonal value) should be greater than its co-relation value (off-diagonal values) of the other variable (Fornell & Lacker, 1981). As shown in the Table 4 the square root of AVE for GEE is 0.872, higher than the other value of this column. Similarly, the initial value of every variable of this model is higher than the values in the same column. According to (Henseler et al., 2015), the Heterotrait-Monotrait (HTMT) criterion was employed to further evaluate discriminant validity. The findings are present in Table 3 and show that all variable values fall below the ‘0.85’ threshold value (Henseler et al., 2015), thus confirming the discriminant validity of the variables.

**Table 2**. Reliability and Validity Analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Constructs** | **Item** | **Factor loading** | **Cronbach's alpha** | **Composite reliability** |  **AVE** |
| Green employee empowerment | GEE1 | 0.844 | 0.937 | 0.940 | 0.760 |
|   | GEE2 | 0.883 |   |   |   |
|   | GEE3 | 0.871 |   |   |   |
|   | GEE4 | 0.888 |   |   |   |
|   | GEE5 | 0.886 |   |   |   |
|   | GEE6 | 0.860 |   |   |   |
| Green recruitment and selection | GRS1 |  0.742 | 0.912 | 0.915 | 0.626 |
|   | GRS2 | 0.823 |   |   |   |
|   | GRS3 | 0.810 |   |   |   |
|   | GRS4 | 0.579 |   |   |   |
|   | GRS5 | 0.840 |   |   |   |
|   | GRS6 |  0.860 |   |   |   |
|   | GRS7 | 0.783 |   |   |   |
|  | GRS8 | 0.854 |  |  |  |
|  Job satisfaction | JS1 | 0.783 |   0.916 |   0.918 |   0.599 |
|   | JS2 | 0.804 |   |   |   |
|   | JS3 | 0.728 |   |   |   |
|  | JS4 | 0.824 |  |  |  |
|   | JS5 | 0.744 |   |   |   |
|   | JS6 | 0.742 |   |   |   |
|   | JS7 | 0.750 |   |   |   |
|   | JS8 | 0.794 |   |   |   |
|   | JS9 | 0.788 |   |   |   |
| Organizational citizenship behaviour | OCB1 | 0.609 |  0.904 |  0.909 | 0.514 |
|   | OCB2 | 0.617 |   |   |   |
|   | OCB3 | 0.764 |   |   |   |
|   | OCB4 | 0.792 |   |   |   |
|   | OCB5 | 0.790 |   |   |   |
|   | OCB6 | 0.686 |   |   |   |
|   | OCB7 | 0.636 |   |   |   |
|  | OCB8 | 0.790 |  |  |  |
|   | OCB9 | 0.744 |   |   |   |
|   | OCB10 | 0.779 |   |   |   |
|   | OCB11 | 0.641 |   |   |   |

Source: Compiled by authors based on the results extracted from Smart PLS

**Table 3.** Discriminant validity (HTMT)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | GEE | GRS | JS | OCB |
| GEE |   |   |   |   |
| GRS | 0.729 |   |   |   |
| JS | 0.553 | 0.582 |   |   |
| OCB | 0.322 | 0.347 | 0.558 |   |

Source: Extracted from Smart PLS

**Table 4.** Discriminant validity— Fornell-Lacker criteria

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | GEE | GRS | JS | OCB |
| GEE | **0.872** |  |  |  |
| GRS | 0.676 | **0.791** |  |  |
| JS | 0.519 | 0.534 | **0.774** |  |
| OCB | 0.299 | 0.317 | 0.515 | **0.717** |

Source: Extracted from Smart PLS

**4.2 Structural Model Assessment or Hypotheses Testing**

To evaluate the effect of direct and mediated hypotheses, we assessed the both explanatory and predictive power of this model Hair et al. (2019. 2022). We tested the hypothesis using a bootstrapping technique on 5000 subsample and a one-tailed test. According to Saari et al. (2021), table 5 shows the path coefficients’ size and significance in the structural model.

**Table 5.** Hypothesis Testing and Measures of Model Fit

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Hypothesis** | **Path Coeff** | **SE** | **t values** | **P values** | **F2** | **Decision** |
| GEE -> JS | 0.293 | 0.077 | 3.787 | 0.000 | 0.069 | Supported |
| GRS -> JS | 0.339 | 0.074 | 4.556 | 0.000 | 0.090 | Supported |
| JS -> OCB | 0.516 | 0.062 | 8.230 | 0.000 | 0.350 | Supported |
|  |   |   |   |   |   |   |
| **Endogenous variable** |  |  | **R2** |   |   | **Adjusted R2** |
| JS |   |  | 0.338 |   |   | 0.320 |
| OCB |  |  | 0.275 |   |   | 0.258 |
|   |   |   |   |   |   |   |
| **Discrepancy** |  |  | **Saturated model** |   |   | **Estimated model** |
| SRMR |  |  | 0.058 |   |   | 0.074 |
| d\_ULS |  |  | 2.715 |   |   | 4.522 |
| d\_G |  |  | 0.913 |  |  | 0.968 |
| Chi-square |  |  | 1482.815 |  |  | 1708.031 |
| NFI |  |  | 0.813 |   |   | 0.785 |

Source: Compiled by authors based on the results extracted from Smart PLS

The result indicates that a hypothesis (H1) GEE has a significant effect on JS (β = 0.293, *P* < 0.000, f2 =0.069), confirming H1. Furthermore, GRS has a significant effect on JS (β = 0.339, *P* < 0.000, f2=0.090), confirming H2. At the same time, job satisfaction acts as a mediator for organizational citizenship behaviour (β = 0.516, *P* < 0.000, f2 =0.350) and confirms H3. Additionally, the R-square value of the endogenous construct, job satisfaction (JS) is 0.338, indicating that GEE and GRS explain 33.8% of the variance in job satisfaction, and the same as organizational citizenship behaviour (OCB) is 0.275, indicating that job satisfaction explains 27.5% of the variance in organizational citizenship behaviour. This ensures the model’s explanatory power and in-sample predictive strength. Because the R-squared value is only applicable to endogenous constructs. The coefficient of variance (R2) is to measure the model’s explanatory power. According to Falk and Miller (1992) minimum 10% value of R2 is desirable and Table 5 shows that all R2 values are greater than the minimum threshold value. The F-square for the exogenous construct shows how much the exogenous variables affect the endogenous variables. Cohen (1998) found that a value of F-square less than 0.02 indicates “no effect” values between “0.02 to 0.15” represent “small effect” and the value between 0.15 to 0.35 indicate “moderate effect” and the value is greater than 0.35 denotes the “high effect” of an exogenous variable on endogenous variables. Table 5 shows the minimal effect of the exogenous variable on endogenous variables. Finally, the Standardized Root Mean Square Residual (SRMR) was tested to evaluate the goodness of fit between empirical data and the theoretical model. Results show that the saturated model’s SRMR is 0.058, while the predicted model value is 0.074, which falls below the 0.80 threshold value (Henseler et al., 2015). Respectively, our model indicates that overall strong fit for PLS path modeling.

**Figure 2.** Structural Model



In this study, we used age, gender, material status, and work experience as a control variable. Gender and marital status were used in binary (0, 1). Age and work experience were categorical, so we converted them to dummy variables (0, 1) and used one category as a reference category. For example, in the context of age, we use age between below 30, 31 to 40, and above 40 in this model, the reference category is below 30 years. Similarly, work experience was also divided into three categories (1 to 5, 6 to 10, and above 11 years) 1 to 5 years was used as a reference category while other was used as a model. The result indicates that none of these control variables is statistically significant.

**4.3 Out-of-sample predictive power**

According to (Geisser, 1974; Stone, 1974) a strong model requires out-of-sample predictive power, which demonstrates the external validity. It is shown by Q2, whose value must be greater than zero (Chin, 1998). To ascertain the value of Q2, Smart PLS used a blindfolding technique. The total LV value of Q2 is 0.257, and the endogenous construct of this study Q2 values is greater than zero. Additionally, the “cross-validated predictive ability test” (CVPAT), which determines the Average Loss Value (ALV) and is an important test to measure the out-of-sample predictive relevance in PLS-SEM, developed by Liengaard et al. (2021) for predictive model comparison. CVPAT purpose is to test the whether PLS-SEM average loss is less than the benchmark value. According to (Sharma et al., 2023) to demonstrate the model's superior predictive ability, the difference between average loss values must be less than zero. All values are less than zero shown in Table 7, which shows the out-of-sample predictive significance or generalisability of the model.

**Table 6** CVPAT: PLS-SEM v/s Indicator average

|  |  |  |  |
| --- | --- | --- | --- |
|  | Average loss difference | t value | p-value |
| JS | -0.163 | 4.212 | 0.000 |
| OCB | -0.025 | 2.405 | 0.017 |
| Overall | -0.087 | 4.350 | 0.000 |

Source: Extract from Smart PLS

1. **DISCUSSION AND CONCLUSION**

The result of this study provides the link between Green HRM practices, job satisfaction, and organizational citizenship behaviour in the Indian service sector. This study used a PLS-SEM to assess the hypotheses and analyze the data using a questionnaire-based technique. Initially, the result indicates that Green HRM practices have a positive effect on organizational citizenship behaviour. Implementing Green HRM practices, such as providing eco-friendly resources and actively involving workers in sustainability initiatives, to support a positive workplace that enhances employee job satisfaction. Employees feel higher job satisfaction when the organization promotes their environmental sustainability and adjusts their HRM practices accordingly (Guerci et al. 2019). Additionally, one specific Green HRM practice, green recruitment & selection did not have a significant improvement in job satisfaction. These findings suggest that the organization needs to pay careful attention to its recruitment & selection practices. Further, this study examined how sustainable HRM practices effect their employee's behaviour and their well-being (Shen et al., 2018), (Ren et al., 2018). This outcome aligns with the previous research that shows the significant and favorable effect of Green HRM practices on OCB (Pinzone et al., 2019), (Saeed et al., 2019). According to these findings, when organizations adopt Green HRM practices to enhance their knowledge and develop their green skills, workers reciprocate in that way to engage in their behaviour that benefits the organization. Consequently, their OCB also improves. Our research makes a significant contribution to understanding how Green HRM practices promote extra-role behaviour toward their organization within the Indian service sector. Our study also finds that Green HRM practices, which prioritize employee engagement and the development of green skills, produce both social benefits and environmental benefits. These findings support the importance of an instrumental link between specific workspace conditions and ecological outcomes. Only those who are highly satisfied people show a tendency to reciprocate to the organization through citizenship behaviour. The findings show that job satisfaction fully mediates the relationship between Green HRM practices and OCB. Further study found that job satisfaction is a motivational factor that enhances loyalty, personal fulfillment, and commitment, which means they are ready to engage in organizational citizenship behaviour. Workers are completely conscious of the benefits that they can obtain from the firm, specifically the environmental benefits both society and the organization will also provide the benefit for the employees. Last but not least, acknowledging the limitation of this study also provides opportunities for future research.

1. **IMPLICATIONS**

This study provides some valuable contributions for organizations, practitioners, and groups that are interested in implementing Green HRM practices that support green and sustainable management. Additionally, it does contribute to creating an environment at the workplace that supports responsible behaviour. Results confirm that the important recommendation of this study for sustainable managers is to consider techniques that workers believe that there is a large personal gain is to adopt green management practices. When employees feel satisfied, for example, when they receive monetary benefits for completing the environmental performance standards, and when their performance evaluation program takes consideration into their environmental performance and then the job description includes the environmental criteria, they are behaving like responsible workers and behave in that way to benefits their organization. Their scenario seems to be beneficial for both situations. Furthermore, Human resources managers should implement the various Green HRM practices. For instance, human resource managers are responsible for the charge they are carrying the organizational main goal in the management environment; the manager plays an important role in implementing the firm main goals in the management environment. According to the employee, organizations should empower and support their worker to perform their task in job-related activities to contribute to the greener value of their organization. A further element is that the organization should ensure that they provide necessary training to their worker then they learn about their green values concept and eco-friendly ideals at their work. Training helps the employee to further enhance their skills, attain their management goals, and use the principle of green value in the organization. (Dumont et al., 2017) States that worker green behaviour must be appreciated by the organization and turn into a reward like pay and benefits. Further promotional opportunities also inspire the employee to engage in green practices, which they able to play their part to contribute to the organizational objective. This study also includes several theoretical contributions to the literature. Firstly, it plays a strong mediating role in job satisfaction, organizations make sure that the Green HRM practices are positive to overall work experience. It includes the Green HRM practices into routine tasks and makes sure that they are perceived by workers. Second, the theoretical model offers a new perspective on the mediating process of job satisfaction in the connection between Green HRM practices and OCB. This emphasizes how important it is for worker happy with their job and their organizational environmental policies, which they feel, motivate them to go above and benefit the organization.

**7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

This study makes several contributions to the expanding body of research on Green HRM practices and organizational citizenship behaviour, some limitations and recommendations have been explored the future research and require some more attention. In the future, a longitudinal design may be used in further studies to understand the better relationship between Green HRM practices, job satisfaction, and organizational citizenship behaviour. An additional limitation of this study is that this study only includes one particular industry like the service sector (i.e. banking, insurance, healthcare, IT, tourism and hospitability, BPO, Education, etc) and a single country (i.e. India). Future research could increase the sample size and add more industry and developed nations to enhance the generalizability of these findings, even though they offer valuable insights and information about the service sector in India. Furthermore, these studies find that job satisfaction acts as a mediator between Green HRM practices and organizational citizenship behaviour, it also explores the underlying mechanism that influences these behaviors. Consequently, future studies explore these mechanisms in more detail, looking at things like social norms and the role of intrinsic motivation and extrinsic motivation. This study focuses on mediating variables like job satisfaction; we also used other variables, like perceived organizational identification or organizational commitment, this variable also plays a significant role in the relationship between Green HRM practices and organizational citizenship behaviour. In the context of Green HRM practices, future studies might explore how this variable effect organizational citizenship behaviour. Overall this research considered insightful knowledge into how Green HRM practices, OCB, and job satisfaction are correlated. However, there is still much more to learn about this complex relationship. Future research builds on these findings by adopting an increased sample size, using a longitudinal design, exploring the relationship in which job satisfaction effect OCB, and also investigating the additional variables on organizational citizenship behaviour with Green HRM practices. Our studies also use this variable as a control variable but do not check their moderating and mediating effect. Additionally, (Moin et al., 2022) find that in the future employing variables such as age, work experience, education level, gender, and nationality we will also use these as a moderating variable.

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