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Social Entrepreneurs and Employee Green Behavior: Value Systems and Social Context as Moderators.

Statement of the Problem: The hospitality industry provides many entrepreneurship opportunities to individuals who aspire to become entrepreneurs. This industry also contributor to environmental issues due to waste matter disposal, and energy consumption producing unsustainable levels of CO₂, purchasing policies among others. Unfortunately, entrepreneurial studies on the environment are scarce in the hospitality industry. So far, the focus of scholars has been on antecedents and outcomes of entrepreneurship involving market share, profitability, innovation, and the well-being of refugees. Entrepreneurs' judgment that social and economic benefits exist in caring for social issues can motivate employees to become a part of the solution to global environmental crises exploiting. Therefore, this study investigates the relatively under-studied but relevant link between social entrepreneurs and employee green behavior. In this relation, the moderating effects of individuals' value system and perceived social context (financial incentives, political will, and mandated environmental agencies support) Methodology & Theoretical Orientation: Based on dynamic capabilities, planned behavior, and human value theories the research model were tested using with employees (hairdressers, barbers, and non-medical massage therapists) from spa hotels in Ghana in the milieu of their employers' (i.e., entrepreneurs') social orientation. The sample can minimize bias and contribute to examining the views of aspiring entrepreneurs (i.e. employees) in entrepreneurship studies. Finding: Results show a positive link between social entrepreneurs and employees' green behavior. Although results supported all moderating effects, the effect of the opposing bipolar dimension of conservation – openness to change values was larger than *self-enhancement* – *self-transcendence* values, and surprisingly, the social context was the least. Conclusion: Collective green behavior by social entrepreneurs in spa hotels is required to exert pressure on the government for incentives on green products and attract employees whose values aligned with the hotel's mission on the environment for competitive advantage.

Biography

Evans Asante Boadi is a post-doctoral fellow at UESTC. He has research and teaching interest in enterprise social responsibility and value co-creation linked to organizational ambidexterity to improve brand reputation, customer satisfaction, and competitive advantage.

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