Betreuer/in: Sabine Pahl

Kandidat/in: Robert Bunzl

Titel der Arbeit: **Green universities: predictors of pro-environmental behaviour in university staff.**

Abstract der Arbeit:

The current study aims to explore the predictors of pro-environmental behaviour (PEB) in the workplace using an adjusted version of the theory of planned behaviour (TPB). Growing concerns of global warming and pollution continue to rise. Accordingly, understanding PEB is crucial for promoting sustainable practices. The TPB posits that PEB is dependent on one`s intention to act pro-environmentally, which is determined by subjective norms, pro-environmental attitudes and perceived behavioural control. This study modified the TPB by replacing subjective norms with green shared vision and adding perceived behavioural control as a moderator. Organizational commitment, gender, age, and level of education were also included as predictors. Data was collected via a voluntary questionnaire sent to all employees of the University of Vienna via the official digital newsletter. Results revealed a significant correlation between attitudes, perceived behavioural control and intention, and a negative moderating effect of perceived behavioural control. Intention, female gender, and age were significant predictors of PEB. While the TPB was applicable to PEB in the university workplace, the evidence for the adjusted model was mixed. With less than half of the variance in PEB explained by the adjusted TPB model, the need for research into new predictive factors and further improvements to the model was highlighted.