

Why application of green management practices is difficult in Sri Lanka?

With reference to Rajarata University of Sri Lanka

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Abstract

The world has been developing to its highest exceeding the development rate of natural resources and has now made a substantial impact on human beings and the environment. Recent climate changes and natural disasters have reverted pure economic development into sustainable development protecting natural resources to upcoming generations. The concept of Green Management was born on this platform and it was quickly embraced by many institutes around. However, the application of such practices is subjected to many factors. Hence, the purpose of this study is to investigate factors that hinder the progress of Green Management Practices in the country concerning the Rajarata University of Sri Lanka. This quantitative nature explanatory study followed the deductive research method on which three independent variables were seemed as constraints and were incorporated into the conceptual framework. The study hypothesized that student intension, culture and communication delay green practices of the university. A self-administered questionnaire was distributed randomly among 369 undergraduates in the Faculties of Management Studies, Social Sciences, Applied Sciences, and Technology. Statistical tests were applied to reach research objectives. The study found that the application of Green Management practice at the university was significantly low and was not faculty-driven. Further, it found that students' intension, culture, and communication significantly delay green practices in the university. Accordingly, if the university wishes to incorporate with many green practices into the existing procedure, developing a green culture within the university and uplifting students' interest is of a vital necessity. In this process students should properly be acknowledged about returns of such practices formally.

Keywords: *Culture, environment, green management*