

## **The Impact of Corporate Social Responsibilities on Employees' Green Behavior: The Moderating Role of Organizational Trust**

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**Abstract :** Drawing from social exchange theory, this study proposes to explore the association between corporate social responsibility as external CSR and Internal CSR with employees' green behavior. Furthermore, the author also analyzed the moderating role of organizational trust among the aforementioned associations. The target respondents for this descriptive study were employees working hotel industry of Pakistan. An online questionnaire link was sent to hotel managers and is requested to share the questionnaire link with employees. The respondents for this study were selected through the convenience sampling technique. The collected data from participants is analyzed through AMOS and SPSS. The findings show that both internal corporate social responsibility and external corporate social responsibility exert a positive and significant influence on employees' green behavior. Thus it is concluded that the key driver behind the green behavior of hotel employees is the social setting of their workplace. Findings also revealed that organizational trust plays a positive role in enhancing the green behavior of hotel employees. This study extends the literature on corporate social responsibility by exploring the boundary role of organizational trust between internal and external corporate social responsibility and employees' green behavior in hotels. Moreover, CSR activities should be performed for attaining a competitive edge and maintaining a balance between progress and sustainability of the environment.

**Keywords :** corporate social responsibility, internal corporate social responsibility, external corporate social responsibility, social exchange theory, employee green behavior, organizational trust

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