

Nurturing Green Creativity in Women Intrapreneurs through Green HRM: Testing Moderated Mediation Model: A Step Towards Saudi Vision 2030

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Abstract : In 2016, the Kingdom of Saudi Arabia (KSA) initiated Saudi Vision 2030, an ambitious plan to lessen the country's dependency on fossil fuels and increase economic diversification. The Vision 2030 framework strives to establish a thriving economy, a vibrant society, and an ambitious nation. This study aims to investigate the role of green service innovation (SI) and green work engagement (WE) in mediating the nexus between green HRM and green creativity (GC) under the conditional role of spiritual leadership (SL). A survey was done of 300 female intrapreneurs working in the organization within Saudi Arabia. This study has collected data via a stratified random sampling technique. The framework was tested using PLS-SEM software. The findings reveal that WE fully intervenes in the nexus between green HRM and GC. Moreover, SL positively moderates the nexus between green HRM and SI. Thus based on findings, it is recommended that female intrapreneurs prioritize environmentally responsible operations to gain and sustain a competitive edge over rivals in the Saudi competitive market.

Keywords : green HRM, spiritual leadership, Vision 2030, women intrapreneurs, green service innovation behavior, green creativity

Conference Title : ICGESB 2023 : International Conference on Green Entrepreneurship and Sustainable Business

Conference Location : Toronto, Canada

Conference Dates : July 10-11, 2023