



Pro-Environment Workforce: Studying Employee Behavior in the Pharmaceutical Companies of at the Sundar Industrial Estate

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Abstract

Environmental concerns have now been integrated into the corporate social responsibility debate. This study aims to find out the environmental corporate social responsibility and pro-environmental behaviour of employees of medicine companies of Sundar Industrial State, Lahore. For this study environmental CSR was taken as an independent variable (Environmental Management System) whereas the dependent variable is the pro-environmental behaviour of employees. A cross-sectional survey method has been used to conduct the study. The multi-stage sampling technique was used to

select the respondents and collect data from respondents (n=170). The respondents were the employees of medicine companies at the Sundar Industrial Estate. The tool for data collection was a structured questionnaire. Findings revealed that environment-related corporate social responsibility was not fulfilled by the corporations and the behaviour of employees was not environmentally friendly. The study concluded that environmental CSR and pro-environmental behaviour of employees have a positive correlation.

Introduction

The environmental issues have been a menace from times before the advent of human civilization; but, these concerns were recently consciously recognized and given immense importance due to the increasing cases of natural calamities that posed a significant threat to the existence of life on the earth. Whereas, human activities are found to be the driving force of climate change which are not only continually deteriorating the ecosystem of the Earth and originating biological changes in its inhabitants but also severely limiting the development process. There were a number of species that had already disappeared and the future of the remaining are at stake.¹

However, there have been numerous environment preservation campaigns ambitiously started around the world for securing the common existence of humanity on the earth and much of the work had been done merely on paper; but, very little in reality. Although, a number of organizations overwhelmingly supported this global movement because of growing demand from their potential

¹ Aguinis, H., & Glavas, A. (2013). Embedded versus peripheral corporate social responsibility: Psychological foundations. *Industrial and Organizational Psychology*, 314-332.

stakeholders but found tentative in translating these policies into actions.²

Whereas, the problem of climate change is found to be a structural and systematic issue that requires great courage and determination to be resolved for the sake of the preservation of the environment. Although, environmentalists are putting in tiresome efforts in making people realize that this is our common problem which can be solved only through collective efforts but all analyses are pointing towards the malaise of industrial activities that the industrialists never seem to abandon at any cost. It was also claimed that environmental denialism has been funded by some giant corporations for decades to protect their selfish business interests at the cost of billions of lives on the planet earth.³

While the environmental issues are considered as threat multiplier; but, wherever strict environmental regulations were introduced, industries moved towards other regions around the globe, specifically in less developed countries (LDCs) and industrial activities declined in developed countries (DCs) but increased in LDCs that rendered them most vulnerable.⁴ However, the industrial practices remained identical, and somewhere even more damaging to the natural environment. Whereas, these developing economies are more dependent on the natural environment for their living and

² Carroll, A. B. (1999). Corporate Social Responsibility: Evolution of a Definitional Construct. *Business and Society* .

³ Jensen, B. B. (2002). Knowledge, action and pro-environmental behaviour. *Environmental education research* , 325-334.

⁴ Martinuzzi, A., & Krumay, B. (2013). The good, the bad, and the successful—how corporate social responsibility leads to competitive advantage and organizational transformation. *Journal of change management* , 424-443.

wellbeing and they also lack adequate financial and technical resources to mitigate environmental risks.⁵

In the World Development Report (2010), the World Bank optimistically stated that “a climate-smart world is within our reach if we act now, act together, and act differently” which they claimed is necessary because climate change makes existing challenges more complicated and difficult. The severity of climate change is already observed in the form of more droughts, floods, and storms, cold nights and heat waves, snow and ice melting, rising sea levels, and oceanic temperatures. However, it is indicated that the developing economies have a greater threat of climate change vulnerabilities because of their unpreparedness and greater reliance on the natural ecosystem and lack of required technological and financial resources. These LDCs already confronted with acute poverty, malnutrition, mortality, injustice, insecurity, and inequality.⁶

The world has committed to care for the environment through various international agreements such as the Kyoto Protocol of 1997, World Commission on Environment and Development of 1987, Paris Agreement of 2015. While the civil society, being a conscious stakeholder, puts considerable pressure on the organizations for complying with environment-friendly rules which are sometimes considered beyond legal obligations; from corporate social responsibility (CSR) emerged the thought to improve the

⁵ Gkorezis, P., & Petrdou, E. (2017). Corporate social responsibility and pro-environmental behaviour: organisational identification as a mediator. *Inderscience online* , 1-18.

⁶ Ormiston, M. E., & Wong, E. M. (2013). License to ill: The effects of corporate social responsibility and CEO moral identity on corporate social irresponsibility. *Personnel Psychology* , 861-893.

organizational image as well as to facilitate stakeholders.⁷ The pro-environmental behavior is defined as an effort to “consciously seek to minimize the negative impact on one’s actions on the natural and built world” or “any behavior that is undertaken with the intention to change the environment.”⁸

This study aims to examine the relationship between employees’ acknowledgment of corporate social responsibility (CSR) and environmental management systems (EMS) and employees’ environment protection motivation (EPM) with employees’ pro-environmental behavior (PEB). It also observes the role of corporate CSR and EMS and its impacts in controlling GHG emissions and pollution control. The basic purpose of this study is to know how independent variables are influencing the PEB of employees and its influence on climate change prevention actions at individual, managerial and administrative levels. This study is basically examining that how the PEB of employees is formed through protection motivation, environmental systems and corporate social responsibility. Moreover, this study is also highlighting the role of employees in attaining the environmental protection targets.⁹

The key objective of this study is to determine the extent to which employees’ pro-environmental behavior relates to their environmental protection motivation, as well as their perception and knowledge of the organization’s CSR and EMS.

⁷ Gkorezis, P., & Petrdou, E. (2017). Corporate social responsibility and pro-environmental behaviour: organisational identification as a mediator. *Inderscience online* , 1-18.

⁸ Thomas, M. J. (1980). Corporate Social Responsibility Revisited, Redefined. *California Management Review* , 59-67.

⁹ Asif, M., Searcy, C., Zutshi, A., & Fisscher, O. A. (2013). An integrated management systems approach to corporate social responsibility. *Journal of cleaner production* , 7-17.

Literature Review

Kollmuss and Agyeman define pro-environmental behaviour as “the sort of behaviour that consciously seeks to minimize the negative impact of one’s actions on the natural and built world”. According to this definition, it seems that human action for the improvement of the environment is called the pro-environmental behaviour¹⁰.

Quality of environment depends upon human behaviour, a study has analyzed the role of environmental psychology for indulgent of pro-environmental behaviour. This study concluded that human action was directly associated with pro-environmental behaviour.¹¹ Another study of Hong Kong conducted by Kara Chan explored that treatment of household waste was a major environmental problem in Hong Kong. A survey was conducted on 173 household members to find out the facts behind this scene. The results of the study showed that behaviour was a major indicator for household wastage which can be controlled through the mass media.¹²

Patrice Braun has identified that women entrepreneurs have been more concerned about the green environment than men: women leaders are more involved in green programs to save the environment than men.¹³

¹⁰ Jensen, B. B. (2002). Knowledge, action and pro-environmental behaviour. *Environmental education research* , 325-334.

¹¹ Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of environmental psychology* , 309-317.

¹² Chan, K. (1998). Mass communication and pro-environmental behaviour: waste recycling in Hong Kong. *Journal of environmental management* , 317-325.

¹³ Braun, P. (2010). Going green: women entrepreneurs and the environment. *International Journal of Gender and Entrepreneurship* , 245-259

Another study conducted by Josephine Pickett-Baker and Ritsuko Ozaki explored the behaviour of consumers towards green products and found out that there is an association between consumer confidence and green products and pro-environmental belief. The study also found that most of the consumers did not know about the green products and this awareness should be increased through advertisements of green products.¹⁴

Research Question

The present study is an effort to find an answer to the research question:

What is the level of Pro-Environmental Behaviour of SIE's employees?

Research Methodology

The study is was primarily quantitative in nature and the research site was Sunder Industrial Estate, Lahore. Sunder Industrial Estate comprises 1750 acres of land which was inaugurated in February 2007.

Sampling Technique

In this study, the researcher used a multi-stage sampling technique to access the respondents. Sunder Industrial Estate comprises 400 small and big pharma companies. The researcher selected the companies which were involved in a similar production, and for the purpose of this research at the first stage, all big and small medicine companies in sunder industrial state were selected –a total of 86 pharma companies out of which 50 were small and 36 big companies. At the second stage 20, big medicine companies were

¹⁴ Pickett-Baker, J., & Ozaki, R. (2008). Pro- environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing* , 281-293

selected at random. After selection, these companies were approached 10 respondents were chosen at random from each of the companies and data was collected from a total of 170 respondents.

Data Analysis and Findings

Demographic Variables

Table 1: Demographic of employees of Medicine Companies of Sunder Estate (n=170)

Variables	Frequency	Percent
Age		
18-25	37	21.8
26-35	66	38.8
36-45	45	26.5
45 and above	22	12.9
Qualification		
Metric	23	13.5
Intermediate	64	37.6
Graduation	55	32.4
Master	28	16.5
Gender		
Male	144	84.7
Female	26	15.3
Total	170	100

Table 1 explains the demographic characteristics of employees of medicine companies of the Sunder Estate. Majority of the employees (38.8%) aged from 26-35 and (37.6%) had education up to the intermediate while (26.5%) were having graduation qualification. (84.7%) employees were male and (15.3%) employees were female.

Table 2: My company holds seminars to create awareness about safety of natural environment (n=170)

	Frequency	Percent
Strongly Agree	12	7.1
Agree	20	11.8
Neutral	36	21.2
Disagree	46	27.1
Strongly Disagree	56	32.9
Total	170	100.0

Table 2 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about companies holding seminars to create awareness about safety of natural environment. Majority (32.9%) Strongly disagreed that their company had arranged seminars create awareness about safety of natural environment.

Table 3: My company conducts walks about awareness of environmental protection (n=170)

	Frequency	Percent
Strongly Agree	13	7.6
Agree	16	9.4
Neutral	30	17.6
Disagree	46	27.1
Strongly Disagree	65	38.2
Total	170	100.0

Table 3 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about companies conducting walks about awareness of environmental protection. A majority (38.2%) strongly disagreed that their

company had conducted walks about awareness of environmental protection.

Table 4: My company arranges plantation activities off and on (n=170)

	Frequency	Percent
Strongly Agree	18	10.6
Agree	20	11.8
Neutral	29	17.1
Disagree	37	21.8
Strongly Disagree	66	38.8
Total	170	100.0

Table 4 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate; Lahore about companies arranging plantation activities on and off. A majority (38.8%) strongly disagreed that their company had arranged plantation activities on and off, while (11.8%) agreed that their company arranged plantation activities on and off.

Table 5: I voluntarily carry out environmental actions in my daily work activities

	Frequency	Percent
Strongly Agree	18	10.6
Agree	27	15.9
Neutral	25	14.7
Disagree	40	23.5
Strongly Disagree	60	35.3
Total	170	100.0

Table 5 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about

voluntarily carrying out environmental actions in daily work activities. A majority (35.3%) strongly disagreed that they voluntarily carry out environmental actions in my daily work activities, while (15.9%) agreed that they voluntarily carry out environmental actions in my daily work activities.

Table 6: I use the double side of paper for printing or photocopy

	Frequency	Percent
Strongly Agree	16	9.4
Agree	14	8.2
Neutral	26	15.3
Disagree	35	20.6
Strongly Disagree	79	46.5
Total	170	100.0

Table 6 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about the use double side of paper for printing or photocopy. Majority (46.5%) strongly disagreed that they use double side of paper for printing or photocopy, while (8.2%) agreed with that they use double side of paper for printing or photocopy.

Table 7: I switch off the lights and fans before leaving the work

	Frequency	Percent
Strongly Agree	16	9.4
Agree	16	9.4
Neutral	27	15.9
Disagree	37	21.8
Strongly Disagree	74	43.5
Total	170	100.0

Table 7 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about switching off the lights and fans before leaving work. A majority (43.5%) strongly disagreed that they switch off the lights and fans

before leaving the wok, while (9.4%) agreed that they switch off the lights and fans before leaving the wok.

Table 8: I make suggestions to my colleagues about ways to protect the environment more effectively, even when it is not my direct responsibility

	Frequency	Percent
Strongly Agree	14	8.2
Agree	19	11.2
Neutral	16	9.4
Disagree	32	18.8
Strongly Disagree	89	52.4
Total	170	100.0

Table 8 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about they make suggestions to my colleagues about ways to protect the environment more effectively, even when it is not my direct responsibility. A majority (52.4%) strongly disagreed that they make suggestions to my colleagues about ways to protect the environment more effectively, even when it is not my direct responsibility, while (11.2%) agreed that they make suggestions to my colleagues about ways to protect the environment more effectively, even when it is not my direct responsibility.

Table 92: I actively participate in environmental events organized by my organization

	Frequency	Percent
Strongly Agree	10	5.9
Agree	18	10.6
Neutral	36	21.2
Disagree	40	23.5
Strongly Disagree	66	38.8

	Frequency	Percent
Strongly Agree	10	5.9
Agree	18	10.6
Neutral	36	21.2
Disagree	40	23.5
Strongly Disagree	66	38.8
Total	170	100.0

Table 9 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about how much they actively participate in environmental events organized by my organization. A majority (38.8%) strongly disagreed that they actively participate in environmental events organized by their organization, while (10.6%) agreed that they actively participate in environmental events organized by their organization.

Table 10: I undertake environmental actions that contribute positively to the image of my organization

	Frequency	Percent
Strongly Agree	8	4.7
Agree	19	11.2
Neutral	33	19.4
Disagree	41	24.1
Strongly Disagree	69	40.6
Total	170	100.0

Table 10 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about undertaking environmental actions that contribute positively to the image of my organization. A majority (40.6%) strongly disagreed that they undertake environmental actions that contribute positively to the image of their organization, while (11.2%) agreed that they

undertake environmental actions that contribute positively to the image of their organization.

Table 11: I stay informed of my organization's environmental initiative

	Frequency	Percent
Strongly Agree	6	3.5
Agree	21	12.4
Neutral	22	12.9
Disagree	40	23.5
Strongly Disagree	81	47.6
Total	170	100.0

Table 11 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate; Lahore about staying informed of their organization's environmental initiatives. A majority (47.6%) strongly disagreed that they stay informed of their organization's environmental initiatives, while (12.4%) agreed that they stay informed of their organization's environmental initiatives.

Table 12: I perform tasks that are expected of me in environmental-friendly way

	Frequency	Percent
Strongly Agree	8	4.7
Agree	13	7.6
Neutral	34	20.0
Disagree	40	23.5
Strongly Disagree	75	44.1
Total	170	100.0

Table 12 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore about performing tasks that are expected of employees in environmental-friendly ways. A majority (44%) strongly disagreed that they perform tasks that are expected of them in environmentally-friendly ways, while (7.6%) agreed that they perform tasks that are expected of them in environmentally-friendly ways.

Table 13: I encourage my colleagues to adopt more environmentally conscious behaviour

	Frequency	Percent
Strongly Agree	14	8.2
Agree	18	10.6
Neutral	32	18.8
Disagree	29	17.1
Strongly Disagree	77	45.3
Total	170	100.0

Table 13 represents the statistics about responses of employees of medicine companies of Sunder Industrial Estate, Lahore that they encourage their colleagues to adopt more environmentally conscious behaviour. A majority (45.3%) strongly disagreed that they encourage their colleagues to adopt more environmentally conscious behaviour, while (10.6%) agreed that they encourage their colleagues to adopt more environmentally conscious behavior.

Conclusion

This study explored that in Sundar Industrial Estate, Lahore medicine companies have not paid much intention to protect the environment. No proper drainage system, no proper water processing plants, no plantation in the surroundings, no awareness

among employees, and many other reasons which are affecting the environment directly. This study also concludes that employees of these medicine companies are not playing their role in the protection of the environment.