

The Moderating Role of Green Human Resource Management Attitudes in the Relationship between Environmental Awareness and Eco-Friendly Performance: A Case Study of Petroarvand Lordegan Petrochemical Company

Introduction: This study investigates the moderating role of Green Human Resource Management (GHRM) attitudes in the relationship between environmental awareness and eco-friendly performance within the Petroarvand Lordegan Petrochemical Company.

Material and Methods: Employing a descriptive-correlational research design with an applied and cross-sectional approach, the research utilized a census method to select 70 employees as the sample. Data were collected using three standardized questionnaires: environmental awareness, eco-friendly performance, and attitudes toward GHRM. The content validity of the questionnaires was confirmed, and their reliability was assessed using Cronbach's alpha (0.953). Data analysis was conducted using SPSS 27 and Smart PLS 4 software.

Results and Discussion: The findings revealed that the majority of employees were aged between 30 and 40, held bachelor's degrees or higher, and had over 20 years of work experience. The Kolmogorov-Smirnov test indicated that the data did not follow a normal distribution, prompting the use of structural equation modeling for analysis. The results demonstrated that both environmental awareness and attitudes toward GHRM significantly and positively impact eco-friendly performance. Furthermore, attitudes toward GHRM were found to significantly moderate the relationship between environmental awareness and eco-friendly performance. The research model exhibited a good fit based on reliability and validity criteria, with the moderating effect of GHRM attitudes assessed as moderate according to Cohen's effect size. The study highlights the importance of integrating GHRM practices to enhance environmental performance within organizations, particularly in industrial settings like petrochemical companies. These results underscore the critical role of GHRM in fostering a culture of environmental responsibility and sustainability within organizations.

Conclusion: In conclusion, the study suggests that organizations should implement precise and sustainable environmental policies, optimize the use of clean technologies, and promote recycling and waste reduction. Additionally, fostering collaboration with local and international organizations to develop environmentally friendly technologies can further enhance environmental performance. The research contributes to the growing body of literature on GHRM and its impact on environmental sustainability, offering valuable insights for policymakers, organizational leaders, and researchers aiming to promote eco-friendly practices in industrial settings.

Keywords: Environmentally friendly factors, environmental awareness, attitude towards green human resource management, Petrochemical company.