

# Effects of Green Psychological Processes on Corporate Green Performance and Staff Behavior

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## Abstract

The implementation of green management and achievement of sustainable development goals by an enterprise depends on the formulation of effective corporate green shared vision (GSV), which encourages employees to generate expectations and values and work hard. Therefore, this study adopted the perspectives of psychological ownership (PO) theory and expectancy–valence theory to propose an integrated framework for exploring how employees affect the green management performance of companies. The research results indicate that a company’s GSV positively influences its green product development performance (GPDP) through the mediation of green product PO (GPPO). GSV also has a direct influence on employees’ organizational citizenship behavior for the environment (OCBE) and positively influences GPPO. Moreover, employees’ OCBE positively influences companies’ GPDP.

**Keywords:** Psychological ownership theory, Green product psychological ownership, Green shared vision, Expectancy-valence theory, Organizational citizenship behavior for the environment

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