THE MODERATING ROLE OF MINDFULNESS AND GREEN REWARD FOR CREATING PRO-ENVIRONMENTAL HABITS IN THE WORKPLACE

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Abstract:- Many studies have been done regarding individual habits in the psychology and health domain, but there are relatively fewer studies in management studies. According to scholars, there is a gap between an individual's attitude and behaviour towards Sustainability, meaning that while the individual may have a favourable attitude towards Sustainability, their conduct does not reflect that attitude. The theory of cognitive dissonance has done an excellent job of explaining that discrepancy. In the present scenario, organization are changing their business models to meet consumer demands which are more inclined towards Sustainability nowadays. This research aims to fill this attitude-behaviour gap in the environmental Sustainability of employees working in the hospitality sector by analysing the moderating effect of mindfulness in this relationship. For a long-term behavioural commitment towards Sustainability, the study of desired habitual patterns and the effect of green rewards in the relationship of Pro-environmental attitude, Pro-environmental behaviour and Pro-environmental habit is theorized through this conceptual paper with scales for their analysis. Pro-environmental and Green have been interchangeably used in this conceptual paper.

Keywords:- Green Human Resource Management, Green Reward, Pro-Environmental attitude, Pro-Environmental Behaviour, Pro-Environmental Habit, Sustainability

1. Introduction

Due to the natural environment's significant impact on the health of economies and businesses, environmental protection and management have long been a focal point for many corporations (Zoogah, 2011), with relatively higher current studies on organisational behaviour having a sustainability component. Aragon-Correa (1998) argues that innovative company owners re-evaluate their operations with an eye on reducing their organisations' environmental footprint across their operations' value chains and life cycles. There is a growing concern that businesses should take initiatives and actions to decrease their adverse environmental effects. Businesses may reduce their environmental effect by using several green strategies, such as green human resource management (GHRM) techniques (Ahmad, 2015), green marketing (Peattie, 1992), green accounting (Owen, 1992), and green management (McDonagh and Prothero, 1997). In such a scenario, the role of individuals working within the organization becomes more prominent in terms of the implementation and adoption of any new environmental policy. There is growing evidence that the success of business programmes for environmental Sustainability is dependent on the activities of individual employees, as noted by Unsworth, Dmitrieva, and Adriasola (2013). Organizational practitioners are concerned about environmental issues and acknowledge that "going green" makes strong commercial sense (Starik & Marcus, 2000). (Holme & Watts, 2000). Furthermore, as Unsworth, Dmitrieva, and Adriasola (2013) point out, there is growing evidence that employee behaviour affects how well corporate programmes for environmental Sustainability turn out. Using the Theory of Planned Behaviour (Ajzen,1985), numerous Scholars have thoroughly studied the connection between "Attitude" and "Behaviour" of individuals. There is much discussion about how employees' behaviour patterns might alter. Still, very few researchers have looked into the concept of habit to understand the pattern of choices and ways to induce desired Pro-environmental habits that could lead organisations towards a solution-based sustainable approach towards this issue.

Human resource management's (HRM) contributions to the company's environmental management system, its organisational change management programmes, and the alignment of HR's functional aspects with the company's environmental goals are the primary drivers of the organization's environmental performance (Jabbour and Santos, 2008). Staff members need to adjust their actions to mesh with the company's culture (Kim et al., 2016). There has been much research in psychology and medicine on the effects of personal habits but less in management. Researchers have shown that people's words and actions on Sustainability often diverge. Even if someone has a positive outlook on the topic, their actions may not reflect it. Cognitive dissonance theory (Festinger,1957) provides a great rationale for this incongruity. Businesses in the modern era are shifting their strategies to accommodate better customer needs that are green. Habit, a repeating pattern of behaviour that is hard to break but may have a significant impact over time, allows us to examine this aspect of management for Sustainability over the long term.

Furthermore, as pointed out by Unsworth, Dmitrieva, and Adriasola (2013), there is mounting evidence that the effectiveness of organisational programmes for environmental Sustainability depends on the actions of individual workers. In management studies, the individual's way of life and daily routine has received less attention. There hasn't been much research on the implications of people's habitual patterns of thought and behaviour on sustainability science. Organizations can reap benefits by fostering a "green culture" and encouraging practices that minimise or eliminate negative environmental impacts (Harris and Crane, 2001; Steg and Vlek, 2009). Academicians and professionals might benefit from a better understanding of the function of organisations in developing and maintaining cues for behaviour change. The "long-term environmental sustainability" of a company benefits from having employees who take environmental protection seriously (Dilchert and Ones, 2012, p. 189). Promoting "green culture" and policies that reduce or prevent environmental damage may be good for a company's bottom line (Harris and Crane, 2001; Steg and Vlek, 2009). When workers reduce waste and maximise the efficient use of resources, organisations gain from green practises (Paille et al., 2014). Modern professionals are concerned about the environment (Starik & Marcus, 2000), and they see the financial benefits of "going green" (Holme & Watts, 2000).

2. Research aim

The first aim of this study is to determine the relationship between the Pro-Environmental attitude of employees and their Pro-Environmental habits and the mediating role of their Pro-Environmental behaviour (OCBE) in this relation.

Second, this study aims to determine the moderating effect of Mindfulness in the relationship between the Pro-Environment attitude of employees and their Pro-environmental behaviour (OCBE) and the moderating effect of 'Green Rewards' in the relationship between Pro-Environmental Behaviour of employees and their Pro-Environment Habit.

Research Hypothesis

H1: - Pro-environmental attitude has a positive relationship with Pro-Environmental habits

H2: - Pro-Environmental attitude has a positive relationship with Pro-Environmental Behaviour

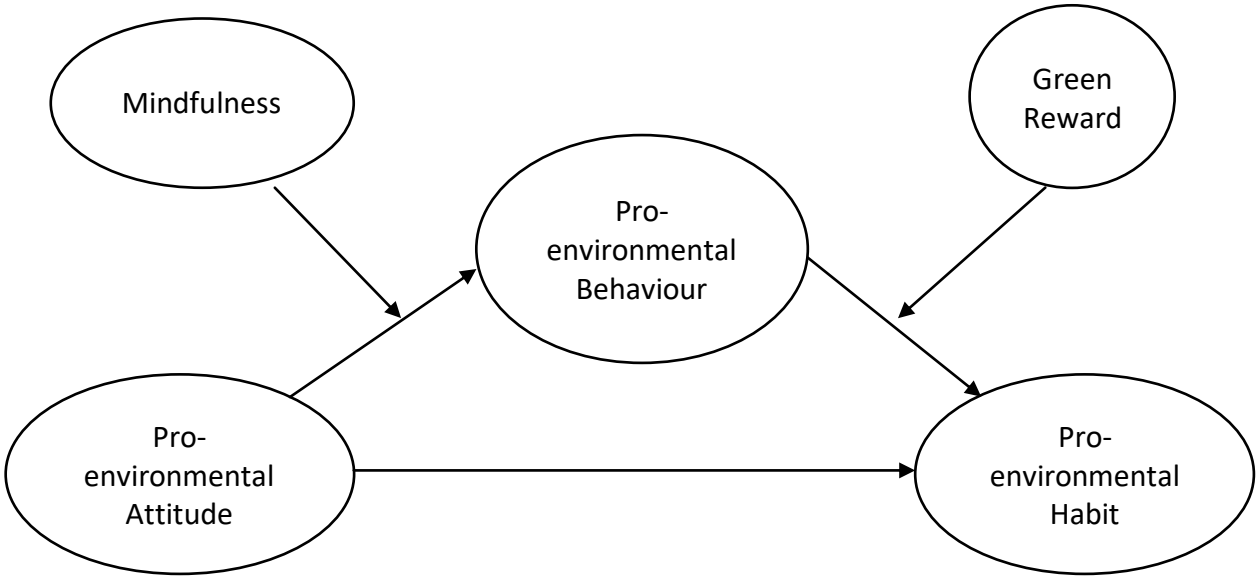
H3: - Pro-Environmental Behaviour has a positive relationship with Pro-Environmental Habits.

H4: - Mindfulness moderates the relationship between Pro-Environmental Attitude and Pro-Environmental behaviour

H5: - Green Reward moderates the relationship between Pro-Environmental attitude and Pro-Environmental Habits

H6: - Pro-Environmental behaviour Mediates the relationship between Pro-Environmental Attitude and Pro-Environmental habits.

3. Research Model



Conceptual Model by Researcher

4. Theoretical Foundation

4.1 Theory of Planned behaviour

According to Ajzen's (1991) theory of planned behaviour, people must have some level of conscious decision-making and control over their actions before they would adopt them. This means that current employees at the company need to have a sustainability intention and behavioural control to develop sustainable habits in their daily job. According to the notion of planned behaviour, before acting, people systematically weigh all relevant factors and decide to give serious thought to all relevant facts. Consequently, it presumes that people are capable of making well-informed decisions and are jointly impacted by their attitude toward the behaviour in question, their subjective standards, and their perception of their own degree of control over their behaviour. Furthermore, people's preconceived beliefs of their own competence in terms of resources and capability to attain a given purpose can significantly influence their behaviour, either directly or indirectly. According to Icek Ajzen's Theory of Planned Activity, an individual's intention to participate in behaviour is positively correlated with the behaviour itself when the individual's attitude toward the behaviour, subjective norms, and perceived behavioural control are all taken into account. According to this idea, attitudes can modify actions by way of the intermediary of plans.

4.2 Theory of Cognitive dissonance

Festinger's (1957) theory of cognitive dissonance proposes that individuals suffer psychological discomfort when their "cognitions" (attitudes, beliefs, values, views, knowledge) about themselves, their behaviour, and their environment are inconsistent. There are several outward expressions of cognitive dissonance. Frustration or a lack of balance is how Festinger (1957) defines it. When faced with cognitive dissonance, people often make changes to their beliefs or actions in order to "convert situations of dissonance into ones of consonance and erase the discrepancies" (Kassarjian & Cohen, 1965, p. 56). This may be accomplished in two ways: either by adjusting one's actions so that they better reflect one's ideas or vice versa. Since the attitude-behaviour gap is at the heart of the present study, cognitive dissonance theory is the most appropriate theory to serve as the basis of the inquiry. When cognitive dissonance is high, people take drastic measures to alleviate it and stay away from anything that can further exacerbate it. It takes a strong desire and high value for a certain outcome for a person to experience cognitive dissonance. Hence the environmental attitude of employees and the behavioural aspect with the moderating variable of mindfulness is conceptualized for analysis to ascertain whether present moment awareness could help to minimize this gap.

4.3 Theory of Habit

The theory of habits emphasises the significance of setting. The context we continually find ourselves in will over time contains various cues that trigger behaviours we execute without much conscious monitoring. This is because the physical and social surroundings shape the range of available actions and substantially drive habit building (Neal et al. 2012). Research into the robustness of the attitude-behaviour link and the role of habit in regulating this relationship may be credited with the resurgence of habit within the field of social psychology inquiry (Verplanken and Orbell, 2021). By modifying the habit architecture, or the aspects of the built environment that may encourage exercise, people's habits may be altered, and their behaviour changed with minimal consideration for their underlying attitudes. If the habit is something a person genuinely intends to establish, a positive, strong, and solid attitude is a wonderful beginning point. Likely candidate variables for habit formation are the frequency of a behaviour, its consistency over time, its simplicity or complexity, the positive effect or satisfaction with the behavioural outcome, the selection of suitable cues and their salience, and the stability of the performance context (Lally & Gardner 2013). Rewarding action repetition in response to a particular cue environment is a well-studied traditional mechanism for habit development in the behaviourist tradition (Verplanken and Orbell, 2021). According to (Reber et al. 2004), in addition to the practical benefits of avoiding the need for constant learning and decision-making, habits may be enjoyable in and of themselves. Because developing habits brings with it a sense of comfort, fluency, and less mental effort, the very act of repeating an action may be satisfying. There's a chance that this will make the person look forward to engaging in their habit. Habit formation's key characteristics—its repetition, automaticity, and cue-driven nature—can serve as principles to guide the design phase of interventions, ensuring that they focus on easy-to-implement behaviours, optimise cue-specific repetition of the behaviour, offer a reliable setting for performance, and use plans that are mapped onto the habit's future architecture. Attitudes, and more so, strong attitudes and drive, can be active factors in the early stages of habit development. However, once a pattern has been formed, the performance environment begins to exert increasing influence over behaviour (Verplanken and Orbell, 2021).

Studies have shown that habits may mould behaviour as well. According to research by (Lally & Gardner 2013) and co-workers, it takes 66 days on average to create a new habit, and missing only one occasion to do the behaviour has no discernible impact on the creation of the habit. Traditional definitions of habits hold that they are acquired behaviours that become automatic reactions to certain situations (see Triandis, 1977, 1980); as a result, the recurrence of the behaviour does not depend on the individual's deliberate decision to repeat it but rather on sensory signals (Aarts, Verplanken, & van Knippenberg, 1998). Simple habitual actions, like brushing one's teeth before night, are the easiest to picture when thinking of habits. Routine behaviours may be best characterised as habitual behavioural patterns (Verplanken et al., 1998) or semiautomatic response patterns (Bargh, 1989), where there are inclinations to do sequences of activities across diverse settings.

4.4 Sustainability

The theory of sustainability as a triple bottom line comes was propounded by Elkington in 1994. The triple bottom line covers three dimensions which are economical, Social & Cultural and Environmental. Some scholars have also taken five and more dimensions to study sustainability. According to World Commission on Environment and Development (1987) “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. As of now, more than 60% of individuals throughout the world have admitted that the climate catastrophe is real (Flynn et al. 2021). Notably, there has not been a paradigm shift toward greener ways of living (IPCC 2014; Brondizio et al. 2019). Despite our awareness of environmental problems, our knowledge of what is causing them, our ability to effect change, and our dedication to doing so, it appears that we do not always act in ways that reflect our good intentions (Kollmuss & Agyeman, 2002). Because we aren't paying attention to the details of

our daily routines, that's one explanation. In reality, a large body of evidence suggests that many of the choices and behaviours we make on a daily basis are the result of automated processing (Bargh & Chartrand, 1999). According to a few experts, workers have a significant impact on corporate sustainability (Zhang et al., 2020) and may even improve it through their actions (Ahuja et al., 2019). Positive performance in economic, social, and environmental sectors without jeopardising future performance is what most people mean when they talk about corporate sustainability, although there is no universal meaning of the term (Meuer et al., 2020). The assessment and validation of the proposed model centres on the environmental dimension of sustainability.

5. Literature Review

5.1 Pro-Environmental Attitude

Based on the theory of planned behaviour (Ajzen 1991), which proposes that attitudes influence behaviour, the pro-environmental attitude has always been considered a strong predictor of green behaviour, such as recycling, saving energy, and buying environmentally friendly products (Bamberg 2003). A pro-environmental attitude may be characterised as a propensity to care about environmental issues (Bamberg, 2003; Hawcroft & Milfont, 2010). Attitudes influence behaviour via the mediation of intentions, habits shape attitude and behaviour, and behaviour shapes habits in a complicated and multidirectional way.

5.2 Pro-Environmental Behaviour

Employee Green behaviour (EGB) evolves from pro-environmental behaviour, which refers to actions that protect and benefit the environment (Steg and Vlek, 2009). When pro-environmental behaviour focuses on the workplace and is relevant to employees, such behaviour becomes EGB (Ones and Dilchert, 2013). A company's environmental Sustainability relies heavily on employee green behaviour (EGB), which stems from pro-environmental actions and is the first and most crucial step in turning a company's strategic sustainability strategy into tangible outcomes (Galpin and Whittington 2012; Zhang and Liu 2016). If employees perceive that the environmentally friendly behaviour of their colleagues is appropriate, then there is a higher chance for the imitation of such behaviour by them at the workplace; thus, it could act as a motivation within the group dynamics in the organization. In recent research by (Huirong et. al, 2019) the result showed that motivational states mediate the relationship between pro-environmental attitude and behaviour, as well as showing the importance of green work climates through a moderation analysis. When businesses encourage their employees to decrease waste and maximise resource efficiency, everyone wins (Paille et al., 2014). Professionals in the business world care about the environment (Starik & Marcus, 2000) and generally agree that "going green" is a smart financial move (Holme & Watts, 2000). In empirical research by (Xiaojing et al., 2017) it was found that employees who believed in the importance of saving energy in the workplace were more willing to save energy at some cost of personal comfort. It shows that the attitude of an individual play an important role in his or her practical actions.

5.3 Green Hospitality Industry

Customers' growing concern over environmental issues, such as energy use, has led to a rise in the prevalence of eco-labels and environmental management systems (Ayuso S., 2007) in the hotel sector. Guests' unwillingness to pay a green hotel's somewhat higher rates, despite their environmental consciousness and preference, can be a source of contention (Manaktola and Jauhari 2007) shows the rising demand in this sector. Although ecotourism is on the increase globally, it is only getting started in India (Verma and Chandra, 2018). Hence it provides a great opportunity for people working in this industry to look into this segment to have a first-mover advantage. The hotel industry's release of greenhouse gases (GHG) is a major contributor to global warming (Nimri et al. 2020). The industry should try to find ways to reduce its environmental impact. About 75% of the total environmental problems generated by the hospitality business are attributable to unsustainable usage of natural resources (such as overconsumption/waste of water, electricity, and foods) (Aboelmaged, 2018), prompting a rise in environmental concern and awareness. It is estimated that

in 2019, the hospitality and tourism sector contributed almost 6.5% of India's GDP (Moyeenudin, H, 2020). With higher convenience for travelling in the future, this sector is expected to grow further. Thereby, this company contributes to economic development. Many different terms, like "green hotel" (Yadav et al., 2019), "sustainable hotel" (Ponnapureddy et al., 2017), and "environment-friendly hotel" (Gonzalez-Rodriguez et al., 2020), are used interchangeably with "eco-friendly hotel" in the hospitality industry. Eco-friendly implies that some effort has been made to reduce its negative impact on the environment only by using the term (Kautish et al., 2019). Companies that encourage their employees to decrease waste and maximise resource utilisation get the benefits of "becoming green" in addition to helping the planet (Paille et al., 2014; Schmit et al., 2012).

5.4 Sustainable Tourist Properties

According to the website (Booking.com, 2023) Sustainable Tourism Properties should adhere to the following criterion

Waste

- Single-use plastic straws not used
- single-use plastic cups not used
- single-use plastic cutlery/plates not used
- water cooler/dispenser
- single-use plastic stirrers not used
- recycling bins available to guest and waste is recycled
- the property makes effort to reduce their food wastage

Water

- Option to reuse towels
- option to opt out of daily room cleaning
- water-efficient showers

Energy and Greenhouse gases

- key card or motion controlled electricity
- most food provided at the property is locally sourced
- most lighting throughout property uses energy-efficient LED bulbs
- all windows are double glazed

Destination and community

- invest a percentage of revenue back Into community projects of sustainability projects
- local artists are offered a platform to display their talents
- provide guests with information regarding local ecosystems heritage and culture as well as visitor etiquette

Nature

- Bicycle parking
- bicycle rental
- Wild (non-domesticated) animals are not displayed/interacted with while captive on the property or harvested, consumed or sold
- green spaces such as gardens/rooftops gardens on the property

5.5 Green Reward

Most Green human resource management experts believe green reward techniques fall into two categories: monetary and non-monetary (Renwick, Redman, and Maguire 2013; Zibarras and Coan 2015). For instance, monetary incentives may include monthly bonuses for environmentally responsible management or tax breaks. In contrast, non-monetary incentives could take the form of public acknowledgement of employees' efforts (public recognition, awards, paid vacations, and time off). Presently, the use of a green reward system is under the exploratory stage for its benefits and effects at the workplace. It's possible that extrinsic incentives, which work by stimulating the brain's dopamine reward circuits, are most useful for generating an initial burst of activity and laying the

groundwork for habit development (Amaya & Smith 2018). Incentives in the form of money have been used to motivate people to change their behaviour and adopt healthier routines. In the context of organizations which are marketing themselves as green could use the system of rewards to motivate employees to act in a manner which is desired by organizations for the long-term achievement of their goals. It could create a significant effect on an individual as well as organizational level.

5.6 Pro-Environmental Habit

Although the term "habit" is used often in academic writing, it is rarely defined (Southerton, 2013). (Verplanken, 2018). Nonetheless, habits are built on three main pillars: they require repetition to create, they automatically drive behaviour, and they are dependent on the surrounding environment (e.g. Kurz et al., 2015). Using our propensity to rely on the impulsive, instinctive system, sustainability interventions may be powerful instruments for encouraging certain eco-friendly habits. The problems of routines, habits, and resistance to change in the workplace are not always addressed by conceptual frameworks that draw on the combined literature of psychology and organisational behaviour (Redmond et al., 2016). A pro-environmental habit is an established pattern of conduct that originates with a person's conscious choice to minimise their impact on the natural world. Therefore, the behaviour option is consistent whether at home or in a hotel. Organizations with environmentally conscious employees are better able to ensure their "long-term environmental sustainability" (Dilchert and Ones, 2012, p. 189). Rapid behaviour changes at all levels of society, from people to leaders, are required to achieve sustainability goals and guarantee a safe operating area for life on Earth (Steffen et al. 2015; UN General Assembly 2015). Despite being highlighted as a possible obstacle for aligning intrinsic motivation with sustainable behaviour modifications (Verplanken et al. 1998; Kollmuss and Agyeman 2002), habits appear to be mostly ignored within the area of sustainability research. The current study helps close this gap in understanding by delving into the significance of a concept that has been understudied in the context of looking at environmentally responsible actions taken by employees on the job: habit.

5.7 Mindfulness

A meta-analysis by (Burke and colleagues 2010) found that mindfulness is positively associated with various positive attitudes, including self-compassion, self-esteem, and optimism. The literature suggests that mindfulness is positively associated with various positive attitudes, including self-compassion, self-esteem, and optimism. Empirical research by (Barbaro and Pickett, 2016) reported that mindfulness affects pro-environmental behaviour. Ecologists have proposed that narrowing the reported gap between pro-environmental attitudes and actions can be achieved via cultivating a mindful awareness of our relationship with nature (Roszak, 1992). Ecologists have proposed that narrowing the reported gap between pro-environmental attitudes and actions can be achieved via cultivating a mindful awareness of our relationship with nature (Roszak, 1992). Given the current disconnection between the individual and the natural world, it is not surprising that eco-logical concern does not always transfer into eco-friendly behaviour. (see, for instance, Lanken; Aarts; van Knippenberg; & van Knippenberg; 1994). Hence Mindfulness could play a role in higher awareness of our surroundings as well as the deteriorating climate due to the action of every individual.

6. Methodology

Measurement Scales

6.1 Pro-Environmental Attitude

For the measurement of Pro-environmental attitude, it is proposed to use a scale developed by (Bohlen et al. 1993), which has 19 items. The scale will be measured by using 5 point Likert scale. The scale is unidimensional, and it is a self-reported measure. It is important to understand and analyse the aspect of attitude to grasp the cognitive value provided by employees working in the organization to the surrounding environment. Most researchers have used the scale of the new ecological paradigm (NEP) by (Dunlap and Van Liere 1978; Dunlap et al. 2000), which contains

fifteen items, to understand individual attitudes towards their environment. This has been selected after analysing 14 different scales of measurement for attitude.

6.2 Pro-Environmental behaviour

For the measurement of Pro-environmental behaviour, a scale developed by (Boiral et al. 2012) has been selected for analysis. The construct has been analysed into three different dimensions, namely eco-initiatives, eco-civic management and eco-helping. This scale has ten items, and it will be measured by using 5 point Likert scale. The information thus gathered will help to analyse the conversion of attitude into its respective behaviour as well as to understand the gap, if any.

6.3 Mindfulness

For the measurement of mindfulness, a scale developed by (Wilkinson et al. 2021) has been selected for analysis. This scale is an extension to the already developed scale of the Five Facet mindfulness questionnaire, which has 39 items for measurement for five different dimensions of mindfulness. This scale has 20 items, having all five dimensions consisting of four items each. The scale is a self-reported measure on a five-point Likert scale. With more research on Mindfulness in clinical research, this scale tries to include non-clinical research as well.

6.4 Green Reward

For the measurement of Green Reward and its moderating effect on the relationship between pro-environmental behaviour and Pro-Environmental habit in the context of an organization, a five-item scale has been proposed, whereby four items have been taken from the green reward scale (Phat et al. 2019) and one item from (Rael J., 2018)

6.5 Pro-Environmental habit

For the measurement of Pro-environmental Habit, the Self-Reported habit index (SRHI) has been adopted after analysing three dimensions named as recycle, reuse and reduce. This scale has been developed according to the context of the working environment in an organisation and the actions taken by employees to analyse the repetitiveness and frequency of their behaviour. For the selection of scale Habit Index (HI) is also analysed, which is not a self-report measure but rather an observational measure. It assesses the frequency and automaticity of a specific behaviour by observing the behaviour itself, not through self-report. The Self-Report Habit Index (SRHI) is a self-report measure developed by Verplanken and Orbell (2003) in their study "Reflections on past behaviour: A self-report index of habit strength." The scale has been developed after taking items from different measurement tools of Pro-environmental Behaviour. Out of the total of 12 items, eight items are taken from (manosuthi, 2022), two items from (Lamm et al., 2013) and one item from (Chou, 2014) and one item from (Robertson & Barling, 2013).

6.6 Marker Variable and Nomological Network Analysis

As all the measurement scales are self-reported, there is a higher chance of social desirability bias in the response. To decrease this bias and common method variance, it is suggested to use a marker variable. For the purpose of this study, the marker variable of internet usage is used with three items. To test the model's reliability, it is suggested to use another variable already tested empirically for a relationship with the constructs studied in the research. For this reason, the variable of environmental intention with three items, which has a mediating relationship between attitude and behaviour, is also being analysed to be studied. This questionnaire will only be analysed to test the reliability of the proposed model of study.

7. Plan for data collection

The questionnaire of this model consists of sixty-six items. Hence this research plans to approach more than a thousand employees to have at least more than seven hundred valid responses for further empirical analysis. The plan is to target employees working in the hospitality industry in the section of 'Sustainable Tourist Properties' to test and validate this model empirically. It has been suggested to collect the maximum amount of data through an online questionnaire method to print a lesser number of pages and save the environment in a research which is based on environmental sustainability. The

scope is to cover the employees working at different levels of the organization to have a more inclusive approach. Content Validity has been done on the basis of scores from experts from the industry and academicians on the relevance, clarity and simplicity of the questions. The scores validate the questionnaire to be tested for the pilot study.

8. Conclusion and Theoretical Contribution

Engaged employees who care about the environment are good for a company's "long-term environmental sustainability" (Dilchert and Ones, 2012, p. 189). This study could provide a practical approach towards Sustainability in hospitality as well as other domains of management in the organization. According to the available literature and to the best of our knowledge, there is hardly any empirical study on Travel Sustainable Properties. Most of the studies conducted in the sustainability domain have taken consumer behaviour for analysis. There is a need to assess sustainability behaviour at the workplace as well. Habit has also been studied lesser with an empirical approach. This study could well be one of the first in this domain. Hence it could add up to the knowledge in the literature on Sustainability. More empirical research in this area is required to validate our assumptions. This conceptual paper could open new areas in interdisciplinary research by combing the knowledge of Psychology with Management Studies. This concept also provides a practical and solution-based approach towards the widely discussed issue of environmental Sustainability. This research is mainly focused on the environmental dimension of Sustainability. These presumptions open up a new area in management studies for an investigation that has hitherto gone unexplored by scholars. Using a reward system within an organisation to try and alter a lousy behaviour pattern might provide new avenues for research. One of the most significant barriers to acquiring any sustainable behaviour is a habit. Most of the research has taken a very narrow approach; hence the results provided us with a short-term solution to the prevailing issues, but this new exploration into this subject could provide organizations with a long-term solution towards one of the most discussed topics in the current search. To have a clear approach, this research has only taken the environmental aspect of Sustainability. It will also provide the organization with a new approach while looking at the issue of Sustainability. This study might add to the knowledge of Pro-environmental/Green behaviour and Green/Sustainability habits. It will also help the organization find ways to convert desired environmentally sustainable behaviour into a regular habitual pattern of employees in the workplace.

9. Recommendations for future research

There is less research using the other two dimensions, which are sustainability's social, cultural, and economic aspects. Most of the measures used for data collection use self-reporting scales, and hence it has a higher chance of social desirability bias in the information collected. Considering what we know today, this is among one of the first research looking at the pro-environmental habit context empirically. Thus it provides a larger area to be studied and explored. In the ongoing scholarly discussion on the topic of mindfulness in sustainability studies, a blind hole exists. As more studies on the benefits of mindfulness are conducted, more evidence of its potential contributions to Sustainability and Sustainability research is accumulated. Few attempts have been made to delve deeper into the connections between mindfulness and Sustainability. Statistics show that the number of papers mentioning mindfulness in science, art, and the humanities that undergo rigorous peer review have increased by 30% every year since 2009. (Ericson et al. 2014). Despite the prevalence of research, most of which rely on correlation rather than experiment, the proof is lacking (with the exception of the consequences of mindfulness for well-being, where many experiments have been carried out). Rarely have trials examined long-term repercussions in terms of environmental behaviour, political involvement (or inactivity), and lifestyle. We need research that combines quantitative and qualitative methods.

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