

**Effects of emotions and ethics on pro-environmental behavior of university employees:  
a model based on the theory of planned behaviour**

**ABSTRACT**

Over the last few years, many activities conducted by university employees have contributed greatly to the global rise of greenhouse gases responsible for the warming of the planet. This phenomenon can be attributed primarily to altering lifestyle, consumption, and portability patterns. Even though there is a significant applicability, understanding the factors determining the pro-environmental behavior (PEB) of university employees is lacking. Thus, this study extended the theory of planned behavior (TPB) to explain PEB among university employees. Ten hypotheses were suggested regarding the relations between the initial TPB constructs, environmental ethics, and emotional intelligence. A self-reported questionnaire was used to collect data from a randomly selected sample of 302 university employees from six Malaysian higher educational institutions listed in the UI Green Matrix 2016. The findings revealed that environmental ethics significantly affected attitudes, perceived behavioral control, and subjective norms. Furthermore, pro-environmental behavioral intentions (PEIs) were directly influenced by attitude and perceived behavioral control, while emotional intelligence mediated the relationship between PEIs and PEB. Moving forward, this study will provide new insights into the literature of university employees' PEB using an expanded TPB model.

**Keyword:** Attitude; Intention; Environmental ethics; Pro-environmental behavior; Theory of planned behavior