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# THE EFFECT OF GREEN TRAINING AND DEVELOPMENT IN ENTREPRENEUR PERFORMANCE

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## Abstract

This study aims to highlight the impact of green training and development on pioneering performance in the faculties of the University of Baghdad in Iraq. The applied side aimed to determine this effect by analyzing green training and development as an independent variable and pioneering performance as a dependent variable. The field study was used and included a sample of deans, their Assistants, and heads of departments in the faculties of the University of Baghdad, where the sample size was 174 individuals. The data was collected through a questionnaire and analyzed through the statistical analysis program (SPSSv28). The results obtained revealed that the relationship between green training and development and pioneering performance was good and significant.

**Keywords:** green training and development, entrepreneur performance.

## Introduction

Through this research paper, we have shed light on the issue of green training and development, as at the present time organizations are facing great challenges that represent an obstacle to achieving their goals, especially in the economic, Financial, and health crises that we are currently going through, which necessitates the need to take what is necessary in order to face all risks. The traditional administrative methods are no longer useful in the face of these new challenges. Organizations today need green training and development. This topic has great effects and repercussions in developing the field reality and achieving the pioneering performance of the colleges of the University of Baghdad, and to ensure the existence of the relationship between these two variables, The faculties of the University of Baghdad, with all their scientific and human specializations, which numbered 24, were selected as a field for application because of their great impact on the education sector in Iraq, providing educational and educational services, and building a conscious and educated society. Through this, the following was proposed:

## First: Research Methodology

### Research problem:

Training, green development, and pioneering performance are among the most controversial topics, as researchers have not reached a decisive agreement on their measurement and how they are applied in organizations. As a result, a cognitive gap was formed for research variables

such as training, green development, and pioneering performance. For support for competition, survival, and the permanence of higher education institutions represented in colleges. With all its specializations, Especially since the educational sector is one of the vital sectors in the Iraqi state, as it is concerned with teaching the Iraqi citizen, and it has a vital role for the community service it provides through educational and educational services that cannot be provided without the presence of effective administrative practices, and because of the spread of epidemics and diseases, especially in recent times, and with emergence of environmental awareness all over the world, there must be an interest in environmental management, and to spread environmental awareness within colleges. Therefore, the problem of the current research lies in the need for the faculties at the University of Baghdad to activate the role of green training and development in achieving pioneering performance and enhancing the status of the pioneering university. The features of the field problem can be framed through the following question:

What is the extent of the impact of green training and development on pioneering performance in the colleges of the University of Baghdad?

#### **The research hypothesis:**

In order to achieve the research objectives, it was necessary to formulate one main hypothesis, which is:

There is a statistically significant effect of green training and development on pioneering performance.

#### **The importance of the research:**

The importance of the research lies in the following points:

- 1- Establishing an organizational culture among the research sample with the importance of green training and development and its effective impact on the pioneering performance of colleges of the University at Baghdad
- 2- Trying to provide an information base that can be employed in colleges of the University of Baghdad to update their methods of work and to face current and future changes by stimulating their motivation for green training and development and excellence in order to reach pioneering performance
- 3- Providing some solutions to the problems that the colleges at the University of Baghdad suffer from by analyzing and interpreting field research data with a variety of statistical means

#### **Research objectives:**

There are a set of objectives that the researcher seeks to achieve, which are as follows:

- 1- To identify the extent of interest in the research variables, which are training, green development and pioneering performance, and the nature of dealing with them in the colleges of the University of Baghdad

- 2- Statement of the important role played by green training and development and its enhancement of the pioneering performance of the colleges of the University of Baghdad
- 3- Diagnosing the reality of applying green training and development in order to reach pioneering performance from the point of view of the research sample in the colleges of the University of Baghdad

### **Research Methodology:**

The research relied on the descriptive analytical curriculum, whose attention focuses on Translation by describing the research variables and the characteristics of the studied phenomenon. this curriculum focuses on analyzing the opinions of the sample and its directions, photographing reality and using it in analyzing the statistical results, and setting the conclusions on the basis of which the recommendations are adopted.

### **Research community:**

The current research framework was carried out in the colleges of the University of Baghdad with all their medical, scientific, and human specialties, which number 24 colleges with their leading cadres represented by deans, assistant deans, and heads of scientific departments, as they are the decision-makers in the colleges and they have the authority to direct the colleges to work With the correct direction and form, in their possession of experience and knowledge of the management of the college. The size of the community included 252 individuals, while the research sample reached 182 individuals. The researcher distributed the questionnaire to 100% the research sample (177) of them were retrieved, while (3) of them were not fulfilling the conditions and were excluded, and therefore the research sample that was adopted in the analysis of its answer is (174) individuals.

### **Second: Some previous studies**

1- Aragão & Jabbour (2017) Green training for sustainable procurement? Insights from the Brazilian public sector.

The aim of the study is to know the main role played by human resource practices, especially with regard to environmental (green) training in organizations, as environmental training can lead to environmental maturity among organizations. The study problem included investigating the relationship between environmental training and sustainable accreditation in three Brazilian public universities. A qualitative sample was selected, and an exploratory study was conducted for the three universities based on interviews with a group of experts therein. The study presented a set of results, including that there is weakness, and lack of research on the relationship between environmental training and sustainable environmental accreditation in emerging economies and in public sector institutions.

2- Pham, et.al. (2018). Enhancing the organizational citizenship behavior for the environment: the roles of green training and organizational culture.

The problem of the study lies in the research gap in the relationships between green training, organizational culture, and Organizational Citizenship Behavior for the Environment

(OCBE). The aim of the study is to determine the effect of green training and the moderating role of green organizational culture on the OCBE. The study in hotels was applied from 4-5 stars to test this relationship. And that the results reached by this study are that both green training and green organizational culture positively affect the behavior of organizational citizenship.

3- Al-Sarayreh & Al-sarayreh (2022). The Impact of Green Human Resources Management on Enhancing Entrepreneurial Performance in the Jordan Aircraft Maintenance Limited (Joramco)

This study aimed to identify the influence of green human resources management on promoting pioneering performance at the Jordanian Aircraft Maintenance Company Ltd. (Guamco) in Jordan. The study community included 165 individuals who occupy administrative and supervisory positions in the aforementioned company. The questionnaire was relied on in collecting data and the use of many statistical methods that correspond to the goals of this study, which reached a number of results, the most prominent of which was the existence of a statistically significant impact on the management of green human resources in its various dimensions on the pioneering performance. The study also recommended that the concerned company adopt the principles and standards of environmentally friendly when attracting and employing its employees and raising their awareness of the importance of the role that green human resources management plays at all levels in pioneering performance.

### **Third: Theoretical aspect**

To achieve the goals of the study and test the study hypothesis, we must identify its basic variables of training and green development as an independent variables and pioneering performance as a continued variable.

### **First: green training and development**

It is very necessary for every organization to change itself with the change in plans and scenarios, and most importantly, for every organization to resist this change through training and development and that Training and development is a practice that directs a great deal of attention to developing the skills and knowledge of employees in the organization that relate to useful and specific skills, Such as training in environmental performance skills (Pawar, 2016:289). Training allows the organization to align individual competencies with those required by the established strategies, and environmental training working in the organization helps to realize the environmental impact of the organization's activities and acquire the necessary capabilities to protect the environment. Therefore, organizations must develop specific environmental training programs in accordance with their requirements (Labella-Fernández,2021:8) Training and development are an important keys to urging the public into the organization, encouraged them and increasing awareness among them to obtain a green organization. there are some criteria for training and development: (Storm & Taylor, 2018: 24)

- 1- Training that includes aspects of environmental management (safety, energy efficiency, waste management, and recycling).

2- Developing green personal skills that will ensure employees in the organization work with green initiatives even outside the organization.

3- Forming teams and leaders that care about green initiatives inside the Organization to do environmental management.

Formal and informal training can bear fruit and make employees in the organization more interested in reducing paper and energy consumption, reducing waste, and using recycled and renewable materials, which is a strong indication for workers about the organization's commitment to environmental sustainability and the successful implementation of green human resource management practices (Ari et al., 2020:7). Creating environmental awareness among the workforce through holding seminars and workshops at the organizational level is very important to achieve good environmental performance, and providing environmental education that will result in a change in the attitudes and behavior of workers is also required for organizations without proper education, training and development. It is difficult to achieve the target environmental performance of the organization (Arulrajah et al. 2015:8).

Green Training and development is an activity that focuses on developing workers' knowledge, skills, and attitudes and prevents the deterioration of knowledge, skills, and attitudes related to environmental Management, and that human resource management can provide leadership development workshops and help them develop their personal skills, competence, change management, and cooperation (Gohar et al., 2019:198).

Based on the foregoing, training, Development and green can be defined as a set of means that the organization adopts to improve the performance of environmental workers and add environmental knowledge to the knowledge and skills they possess through seminars, workshops, training courses, and providing opportunities for environmental learning.

### **Second: pioneering performance**

Performance that depends on the ideal work is jointly based on setting goals, determining the problems of work, and continuing to focus on the work style to determine the strengths and weaknesses in it and evaluate the performance according to the high performance standards set (Karim, 2022: 4889). Entrepreneurial performance is defined as the organization's superiority and success through which it is able to achieve the goals of the organization by using the opportunities available to it (Sebikari, 2014:3). It is also defined as the performance that provides the organization with the ability to achieve its strategic objectives of permanent financing, customer service, improvement of its internal operations, education, and growth (Jalod et al., 2021:96). In the twenty-first century, as business organizations compete globally, there is a need for them to act pioneeringly in order to thrive and gain distinction over their competitors in highly competitive and ever-changing business environments (Otahe & Mahmood, 2015:406). The literature also indicated the importance that entrepreneurial performance adds to the organization by entering new businesses, acquiring new capabilities, expanding its business in the markets, and creatively exploiting all available opportunities to add value to it (Karim & Jabbouri, 2022: 397). And the entrepreneurial performance of organizations is calculated as business information along with the experience of the

entrepreneur, who is considered an important human capital for the organization, as the information is applied in the decision-making and work process, which affects the skills of decision-makers and thus affects performance, and that Human capital means the basic competencies and skills to achieve a level of achievement (Sebikari, 2019:165). (Watson,2004:81) added that entrepreneurial performance is linked to many factors that benefit organizations, and these factors include the increase in the value of production, the increase in the number of employees, the increase in business and its value, the increase in profitability and the first to provide services and products in market. One of the characteristics of an entrepreneurial organization is its possession of entrepreneurs who have certain entrepreneurial characteristics, namely, the need for achievement, creativity and initiative, risk and goal setting, self-confidence, the need for independence, motivation, energy, commitment, and perseverance. The entrepreneur is the individual who identifies opportunities, tries to seize them, and is ultimately responsible for the performance of the organization (Adegbite et.al. 2007:6).

**Fourth: The applied side of the study**

This part of the study presents the elements of the field study that were applied to a sample of deans, their assistants, and heads of departments in the faculties of the University of Baghdad through the questionnaire of the study variables to know the effect of green training and development on entrepreneurial performance and analyze the results obtained from the research community (University of Baghdad Colleges).

**1- Study population and sample:** The research community included all the colleges of the University of Baghdad with their scientific and human specializations, which numbered 24 colleges. The questionnaire was distributed to a sample consisting of 182 individuals from (deans, assistant deans, heads of departments) in the colleges out of 252 individuals, and 174 questionnaires were retrieved, which is a stratified random sample, and the five-point Likert scale was relied upon. Data processing was completed. Using the program (SPSS V28).

<b>I don't quite agree</b>	<b>I do not agree</b>	<b>neutral</b>	<b>I agree</b>	<b>Totally agree</b>
1	2	3	4	5

**2- A study of the sincerity and stability of the questionnaire:** to know the sincerity and stability of the questionnaire, relying on Alpha Cronbach coefficient, and found equal 0.882 for the independent variable training and green development. This means that the stability coefficient is good.

<b>Table (1): The validity and reliability of the questionnaire</b>	
<b>Variables</b>	<b>Alpha Cronbach coefficient</b>
<b>Green training and development (x)</b>	<b>0.882</b>
<b>Pioneering performance(y)</b>	<b>0.945</b>

Source: Prepared by the researcher relying on the (SPSS V28)

**3 - Description of the research sample's responses to the independent variable (green training and development X):** A set of questions related to the variable (green training and development) were answered within the questionnaire submitted to the research sample (deans, assistant deans, heads of departments) in the faculties of the University of Baghdad. The mean was extracted Arithmetic, standard deviation, coefficient of variation, and relative importance of the variable as a whole. The results shown in Table (2).

<b>Table (2): Statistical indicators for the total green training and development variable</b>					
<b>No</b>	<b>variable</b>	<b>Arithmetic mean</b>	<b>standard deviation</b>	<b>coefficient of difference</b>	<b>Relative importance</b>
	<b>Green Training and Development x</b>	<b>3.50</b>	<b>0.91</b>	<b>26.11</b>	<b>69.97</b>

**Source: Prepared by the researcher relying on the (SPSS V28)**

The green training and development variable achieved an arithmetic mean (3.50), a good level, a standard deviation (0.91), a coefficient of variation (26.11), and a relative importance (69.97). The skills and knowledge of its employees through periodic courses and workshops, but for training and development to become green, they must be linked to environmental management. Therefore, focus must be placed on increasing the knowledge, skills, and attitudes of employees in colleges related to environmental management.

#### **4- Description of the research sample responses to the dependent variable (pioneering performance Y):**

A set of questions related to the variable (pioneering performance) were answered within the questionnaire submitted to the research sample (deans, assistant deans, heads of departments) in the faculties of the University of Baghdad. The arithmetic mean, standard deviation, coefficient of difference, and relative importance of the variable as a whole were extracted, and the results are shown in Table (3).

<b>Table (3): Statistical indicators of the total entrepreneurial performance</b>					
<b>No</b>	<b>variable</b>	<b>Arithmetic mean</b>	<b>standard deviation</b>	<b>coefficient of difference</b>	<b>Relative importance</b>
	<b>entrepreneurial performance Y</b>	<b>4.04</b>	<b>0.67</b>	<b>16.70</b>	<b>80.74</b>

**Source: Prepared by the researcher relying on the (SPSS V28)**

Table (3) shows that the entrepreneurial performance variable has achieved an arithmetic mean (4.04) and a good level with a standard deviation (0.67), confirming the degree of interest of the research sample in entrepreneurial performance, and that there is a convergence in their views on entrepreneurial performance in the faculties of the University of Baghdad, where it reached The coefficient of difference is (16.70) and the relative importance is (80.74%).

**5- Testing the study hypothesis, which states (there is a statistically significant effect of green training and development on entrepreneurial performance):**

Table (4) shows the results of the simple linear regression analysis. At the level of significance (0.05), the calculated (F) value between green training and development and entrepreneurial performance was (107.751), which is higher than the tabular (F) value of (5.11). Accordingly, we accept the hypothesis, which states that there is a statistically significant effect of green training and development on entrepreneurial performance; that is, the interest in green training and development in the colleges of the University of Baghdad through courses, seminars, workshops, and awareness campaigns will give them environmentally educated workers, and then it will be This has a positive impact on the college's access to pioneering performance. Through the value of the coefficient of determination (R<sup>2</sup>) of 0.385, it is clear that green training and development explain 38.5 percent of the variables that occur in entrepreneurial performance, while the remaining 61.5 percent is due to other variables that are not included in the research model. It is clear from the value of the marginal slope ( $\beta$ ) of (0.458) that increasing green training and development by one unit will lead to an increase in entrepreneurial performance by 45.8%, as the value of (t) calculated for the marginal slope coefficient for the green training and development variable was (10.380), which is greater than the tabular (t) value of (1.97) at the level of significance (0.05), and this indicates the stability of the marginal tendency of the green training and development dimension. As the value of the constant was recorded in equation (2.434), when the green training and development is equal to one, then the entrepreneurial performance will not be less than this value.

**Table (4): Analysis of the impact of green training and development on entrepreneurial performance**

The independent variable	dependent variable	fixed limit ( $\alpha$ ) value	The value of the marginal slope ( $\beta$ ) coefficient	The coefficient of determination (R <sup>2</sup> )	The calculated (F) value	The calculated (t) value	Sig	indication
Green training and development	Pioneering performance	2.434	0.458	0.385	107.751	10.380	0.001	spiritual
Tabular (F) value = 5.11 Tabular value (t) = 1.97 Sample size = 174								

**Fifth: Conclusions and Recommendations**

Through the theoretical side of the research and the results of the applied side, a set of conclusions and recommendations were reached, namely:

**A- Conclusions:**

1- Baghdad University colleges seek to employ green training and development to achieve pioneering performance.



2- The colleges at the University of Baghdad are interested in their pursuit of a high level of performance and access to pioneering performance through green practices, including green training and development.

3- The colleges at the University of Baghdad employ all their capabilities to achieve pioneering performance.

4- It requires continuous excellence and success, as there must be training and environmental development, and this is confirmed by the statistical results and the relationship of influence, as the more colleges at the University of Baghdad seek to train and develop the skills of their employees, the more this will be reflected positively on their performance.

### **B- Recommendations:**

1- The need for the colleges of the University of Baghdad to enhance their capacity in green training and development for their employees and strive to implement it through programmes, workshops, courses, seminars, and awareness campaigns planned in advance.

2- In order to obtain pioneering performance, which is what the faculties at the University of Baghdad seek to achieve, they must strengthen and pay attention to green training and development.

3- The deans, assistant deans, and heads of departments in the colleges should encourage their employees to move towards a green work environment and strive to provide them with material and moral resources because of its positive repercussions on the colleges.

4- Devoting efforts to the collage of the University of Baghdad in the field of green training and development and calling for spreading the concept of green practices in all its dimensions and within its main plans and the necessity of applying it and making it part of its culture to achieve and reach pioneering performance.

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