

https://dspace.org/

The effect of motivations for ecological responsiveness (ER) on intrapreneurship in South Africa

Christos, Cayley

2017

http://hdl.handle.net/10539/23432

Christos, Cayley (2017) The effect of motivations for ecological responsiveness (ER) on intrapreneurship in South Africa, University of the Witwatersrand, Johannesburg, <http://hdl.handle.net/10539/23432>

Downloaded from a DSpace repository. https://dspace.org/

ABSTRACT

This research report is based on the motivations for ecological responsiveness as identified by Bansal and Roth (2000). It considers the resultant actions of different motivations for ecological responsiveness (ER), and their ability to moderate the relationship between ER and Intrapreneurship in South Africa. The study adopted a deductive positivist paradigm that assumed an ecocentric approach to management and organisational research.

A quantitative, cross-sectional research design was employed and the use of both primary data collection from surveys and secondary data collection from websites and annual reports were utilised in order to determine the existence of relationships between the variables of ecological responsiveness and intrapreneurship, and the moderating variables of legitimation, competitiveness and ecological responsibility.

Multiple regression analysis was used to statistically test the relationship between the independent variable of ecological responsiveness and the dependent variable of intrapreneurship, as well as the moderating effect of the variables listed above. The population of this study was employees with management/supervisory positions within financial institutions of South Africa. It was required that these organisations were listed and had accessible or publically available annual reports in order for content analysis to be conducted. The final sample consisted of 210 management level employees who were in the majority employed at 3 different large, listed, South African banks.

This study found support for hypothesized relationships between ecological responsiveness and intrapreneurship, as well as the positive moderating effect of the motive of ecological responsibility on this relationship. Results pertaining to the moderating effect of legitimation and competitive motives were not supported. In addition, the study found support for the proposed relationship between an organisations ecological qualitative content analysis (QCA) score and the level of ecological responsibility perception in the organisation. The general findings contribute to research in the field of motivations for environmental corporate social responsibility (ECSR) and the resulting actions.