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**IMPACT OF HEIs GREEN INITIATIVES ON STUDENTS
WILLINGNESS TO PARTICIPATE IN GREEN
ACTIVITIES: MEDIATING ROLE OF ATTITUDE
TOWARDS ENVIRONMENTAL CONCERNS AND
MODERATING ROLE OF EMOTIONAL AFFINITY
TOWARD NATURE**

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ABSTRACT

Sustainability of the environment is a need of the current era. Due to the destruction of the environment, institutions are expected to play their role to save the environment for current and future generations. Considering the students as one of HEI's critical stakeholders, this study aims to fill the literature gap of their perception about the HEI's green initiatives. This research purposes a model based on the foundation of the theory of planned behavior to evaluate the impact of HEI's green initiatives on students' attitude and willingness to participate in green activities. This study incorporates the HEI's green initiatives, students' attitude toward environmental concerns, students' emotional affinity toward nature, and students' willingness to participate in green activities. The data for the research has been collected from 281 students of HEI's of Pakistan. The Smart PLS technique has been applied to test the proposed hypothesis. The results indicate that the three assumptions are proved to be significant following the full mediation. Results suggest that the emotional affinity toward nature does not moderate the relationship of attitude toward environmental concerns and willingness to participate in green activities. This study contributes to the literature by filling the gap of HEI's green initiatives and adding it as an indicator in the theory of planned behavior and evaluating its impact on intentions. This research also provides the theoretical and practical implications to academics and HEI's to take the green initiatives and encourage their students to play their part to protect the environment.

Keywords: HEI's Green initiatives, Students' attitude toward environmental concerns, Students' emotional affinity toward nature, Students' willingness to participate in green activities, Theory of planned behavior, Pakistan.

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