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## **Green Human Resource Management and Job Pursuit Intention: Role of Green Values**

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### **Abstract**

The focus on achieving environmental sustainability has led to the implementation of green human resource management (GHRM) practices in various organizations. Many studies have investigated the effect of GHRM practices on existing employees in developed countries. However, limited studies have examined how prospective job seekers perceive GHRM practices in an organization before entering the workplace in developing countries, especially in the Egyptian context. Drawing upon signalling theory, social identity theory and personenvironment fit theory, this study aims to bridge this gap by examining the effect of perceived green human resource management (GHRM) practices on the job pursuit intention (JPI) of prospective job seekers in Egypt. A moderated mediation model was proposed, with organizational attractiveness (OA) as a mediator and individual green values (IGV) as a moderator. The sample consisted of 219 final-year undergraduate business students registered in the College of Management and Technology in the Arab Academy for Science, Technology, and Maritime Transport, Alexandria, Egypt. The study used an experimental scenario-based approach where perceptions of individuals were examined toward a hypothetical company using self-administered questionnaires. Direct, mediation, moderation, and moderated mediation models were analyzed using linear, multiple regression analysis, and bootstrapping procedures (PROCESS macro extension to SPSS) with the help of SPSS version 26. Results supported the significant positive influence of GHRM on JPI and OA mediated the GHRM-JPI relationship. In addition, IGV moderated the GHRM-OA-JPI relationship. The study provided various theoretical and practical implications for scholars and practitioners. Study limitations and suggestions for future research are also discussed.

**Keywords:** environmental sustainability; GHRM; job seekers; moderated mediation; organizational attractiveness