

## **Study of Intension to Adapt Green Banking Practices for Environmental Performance (With Special Reference to Listed Commercial Banks in Western Province)**

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In most of emerging economies, an important role is occupied by the banking system for the development and create the core of money market. Going green concept become an enormous trend in global as well as it is common to the banking industry. This generated a huge transformation from traditional banking to green banking. In Sri Lanka, banking industry can recognize as monopolistic competitive market and both sectors advocate variety of non-monetary competitive strategies to become market leader. Hence, most of banks are in the process of moving to green banking. With this greater trend towards green banking, many researchers had studied on the green concept from various appearance in world banking system. The results of some of the studies are contradict on each other. While same senarios continues in greening research, there are few different appearances with controcted findings in Sri Lankan context as well. Seemingly, there are lack of studies undertaken in Sri Lanka regarding green banking practices together with environmental performance is highlighted. This study is conducted to study of intension to adapt green banking practices for environmental performance to address the knowledge and empirical gaps. Research objectives is to examine the impact between intension to adapt green banking practices for environmental performance, to understand the green banking practices adapted by listed commercial banks in Sri Lanka and to discover the problem faced by banks while adapting green banking practices. The data were collected from four banks based on past researchers and sample of 108 employees who worked in selected banks in Western Province using multistage simple random sampling method. The mixed research design is used and data was analysed by using descriptive statistics, regression, content and thematic analysis. The finding of the study revealed that, intension to adapt green banking practices, management commitment and support, competitor pressure and customer pressure have positive significant impact on environmental performance. Further, it revealed green banking practices and problems faced by banks while adapting green banking practices. The current study will be important in understanding the empirical knowledge regarding the intension to adapt green banking practices for environmental performance.

**Keywords:** Green banking; Green banking practices; Intension to adapt green banking practices; Environmental performance