

CHAPTER THREE

Green Banking Practices and Sustainability Performance of Commercial Banks in Rathnapura District in Sri Lanka

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Abstract

The objective of this paper is to examine the impact of green banking practices on the sustainability performance of commercial banks in Rathnapura district, Sri Lanka. To achieve this objective, primary data were collected from 180 employees of domestic commercial banks using a structured questionnaire. The stratified random sampling method was used to ensure the representation of employees belonging to different grades in the selected banks. The data were analyzed using a multiple regression analysis. The finding of the study revealed that green banking practices have a positive and significant impact on a bank's sustainability performance in overall. It also found that employee-related practices, daily operation-related practices, and bank policy-related practices were found to have positive and significant impacts on the bank's sustainability performance. However, customer-related practice was not a significant predictor of the bank's sustainability performance. The current study will be vital in understanding the empirical knowledge regarding the impact of green banking practices on bank's sustainability performance.

Keywords: Commercial Banks, Green Banking Practices, Sustainability Performance.

1. Introduction

Over recent decades, global awareness of environmental issues has surged, engaging governments, advocacy groups, and businesses. The 21st century is marked by IT-driven industrialization contributing to environmental problems in all sectors. Companies now adapt to identify causes and combat environmental damage. Environmental concerns have broadened from households to businesses, adding value and pride for investors and shareholders (Wheeler et al 2018; Gunathilaka et al., 2015).

Global challenges like global warming, ozone depletion, and pollution demand attention. Regulatory bodies and customers emphasize environmental performance. Environmental

Protection Licenses (EPL) are now mandatory (Wheeler et al., 2018). Green banking has emerged as a sustainable banking approach. It focuses on reducing carbon emissions and footprints by financing technology and pollution-reduction projects (Bahl, 2012; Wiernik et al., 2018).

Green banking operates through technological and behavioral innovations in banking sector. Online banking, energy-saving, waste reduction, and support for green projects are examples (Shaumya & Arulrajah, 2016). Organizations voluntarily implement Environmental Management Systems (EMS) to control their environmental impact, reducing pollution, waste, and energy consumption while enhancing their image (Bansal & Hunter, 2003). EMS improves competitiveness and goodwill (Hart, 1995; Porter & Linde, 1995).

Banks have recognized their impact on environmental issues and aim to encourage environmentally accountable investments. Financing polluting industries contributes to environmental degradation, while obliging industries to invest in environmental management can promote eco-friendliness (Thombre, 2011; Goyal & Joshi, 2011). In developing nations, environmental concerns are critical due to natural resource dependence (Stockholm Environment Institute Report, 2013).

Though the banks have initiated some green banking practices, they use it for their marketing purposes. Therefore, commercial banks are in an internal competition to adopt green practices. The shift towards green banking contributes to reducing carbon footprints and supporting renewable and clean energy technologies (Sahoo & Nayak, 2007). Green banking's vision aligns with eco-friendly sustainability. Sri Lankan Commercial Banks invest in green technology for sustainable development, minimizing negative environmental impacts (Masukujjaman & Aktar, 2013). Green banking promotes environmental performance, aligning with the "Go Green" movement. This proactive approach aims to achieve sustainable banking performance.

Green banking encourages environmentally friendly practices within banking and considers environmental factors in funding projects. It's crucial for banks to integrate green practices into operations, buildings, and investments, reducing their environmental impact (Kiernan, 2001; McKenzie & Wolfe, 2004).

Despite growing global awareness of environmental issues and the emergence of green banking as a sustainable approach, the effective implementation of green banking practices in Sri Lanka, particularly within the Rathnapura District, remains underexplored. While commercial banks have initiated some green banking practices, these efforts are often driven by marketing objectives rather than a genuine commitment to environmental sustainability.

This raises concerns about the true impact of these practices on the sustainability performance of banks.

The core objective of this study is to investigate the relationship between green banking practices and the sustainability performance of banks in the Rathnapura District of Sri Lanka. The study aims to assess how well these banks are integrating environmentally friendly practices into their operations, investments, and overall strategy, and to determine whether these practices contribute to economic, environmental, and social sustainability. By examining this relationship, the study seeks to provide insights into the effectiveness of green banking initiatives in promoting sustainable development within the Sri Lankan banking sector.

Green banking plays a vital role in promoting environmental sustainability. It involves adopting eco-friendly practices and considering environmental aspects in funding. This study addresses the relationship between green banking practices and bank sustainability performance, encompassing economic, environmental, and social dimensions, particularly in the context of Sri Lankan commercial banks.

2. Previous Literature

Green banking is a crucial subset of sustainable banking that aims to promote environmentally friendly practices to reduce carbon emissions and minimize environmental impact. While sustainable development encompasses economic and social concerns alongside environmental issues, green banking is specifically focused on environmental responsibility.

The term "Green" in Green Banking highlights the environmental accountability and performance of banks in their day-to-day operations (Shaumya & Arulrajah, 2016). Green banking has been defined as "banking business conducted in such areas and in such a manner that helps the overall reduction of external carbon emissions and internal carbon footprint" (Bahl, 2012; Masud, et al., 2018). It involves efforts to reduce a bank's direct and indirect environmental impacts through two primary strategies. Firstly, it emphasizes the transformation of a bank's internal operations to be more environmentally friendly, including the use of renewable energy sources, automation, and pollution prevention measures to minimize carbon emissions from banking operations. Secondly, banks focus on environmentally responsible financing, which involves evaluating the environmental risks of projects before providing funding and promoting green initiatives and projects (Islam & Das, 2013).

2.1. Theoretical Review

The theoretical framework underpinning this study is based on Institutional theory. According to this theory, external environmental pressures force organizations to change their policies, procedures, or structure to gain specific resources or achieve economic and social legitimacy. Institutional theory has been widely applied to various environmental management practices in various industries, especially in situations marked by high uncertainty and external pressures (Hoejmoose, et al., 2014; Pleasant, et al., 2014; Lee, et al., 2013; Lin & Sheu, 2012). In the banking industry, a high degree of isomorphism exists due to extensive regulations, competition, and customer expectations (Idroes, 2015). Globally, the banking sector is facing substantial stakeholder pressure to adopt environmentally friendly practices (Pleasant, et al., 2014). In some countries, banks have been penalized for disregarding environmental guidelines, with significant remediation costs resulting from their clients' environmental pollution (Bose, et al., 2017). Green banking is thus becoming increasingly important as banks respond to these external and institutional factors to prioritize sustainability.

2.2. Empirical Review

Green Banking

Green banking, a concept rooted in environmental sustainability within the banking sector, had its beginnings in 1980 with the Dutch Triodos Bank, which prioritized environmental responsibility from its inception (Dash, 2008). In 1990, Triodos Bank launched the "green fund" to support eco-friendly projects, setting a trend for other banks to follow. The first green bank opened its doors in Mt. Dora, Florida, United States, in 2009.

The term "green" in green banking underscores the environmental accountability and performance of banks in their business operations (Bai, 2011). Green banking is essentially ethical banking with a strong emphasis on Corporate Social Responsibility (CSR) (Benedikter, 2011). It involves conducting banking in a manner and in selected areas that reduce both internal carbon footprints and external carbon emissions (Bahl, 2012). Banks can achieve this by adopting various measures such as paperless banking, energy conservation, promoting the use of mass transportation, green building practices, and employing solar and wind energy (Chaurasia, 2014). The core intention of green banking is to prioritize resource utilization, waste reduction, and environmental and societal well-being (Habib, 2010).

Green banking offers numerous advantages, including reducing paperwork through online transactions and creating awareness among business owners about environmental and social responsibility (Ragupathi & Sujatha, 2015). Banks can encourage eco-friendly business practices by following environmental lending standards, launching new banking products that

promote sustainability, and restructuring their back-office operations for ecological friendliness (Ginovsky, 2009).

Two strategies for banks to adopt green banking include implementing paperless banking to reduce carbon footprints and save costs (1), and promoting Green Street lending, which offers low-interest rates for consumers and businesses to install solar energy systems and energy-saving equipment (2).

Green banking's core objective is to halt environmental degradation and promote environmentally friendly practices, thereby reducing carbon footprints through various environmentally responsible actions (Azam, 2012). It also emphasizes the importance of social responsibility, where banks consider a project's environmental impact before providing financing (Bihari, 2011). Green banking plays a significant role in fostering environmentally responsible industries and preserving the natural environment (Bhardwaj & Maholtra, 2013). Mitigating credit risk, legal risk, and reputation risk is a key aspect of green banking (Dharwal & Agarwal, 2013). To address these risks, strategies such as engaging in carbon credit businesses, offering green financial products and mortgages, reducing carbon footprints, promoting energy conservation, constructing green buildings, and providing social responsibility services are suggested. Green banking is defined as an environmentally oriented banking practice that safeguards the environment and helps banks achieve their environmental goals through actions like environmental training, energy-efficient equipment usage, and green building construction.

While green banking has gained momentum in various countries, further research is needed to determine its applicability in other global contexts. The practices associated with green banking illustrate the banking sector's commitment to reducing carbon footprints and energy consumption (Shakil, et al., 2014).

Sustainable Performance

Sustainable Performance, encompassing economic, environmental, and social dimensions, involves an entity's ability to maintain well-being over the long term. The economic dimension focuses on profitability and growth, including investments in human capital, research and development, and community development. The environmental dimension goes beyond regulatory compliance, aiming to meet society's environmental expectations, covering resource usage and environmental impacts. The assessment of environmental performance often neglects long-term environmental impacts. Social performance involves a business organization's principles of social responsibility, social responsiveness, and policies related to its societal relationships, including employee relations, health and safety, remuneration, non-discrimination, and more (Kestane, et al., 2019).

Green Banking and Bank's Environmental Performance

Green banking is a globally recognized concept aimed at preventing environmental degradation and promoting environmentally friendly practices in the banking sector. While banking is not typically seen as a polluting industry, the increasing scale of banking operations has led to a significant carbon footprint due to energy usage, paper wastage, and the lack of green infrastructure (e.g., buildings). Green banking is seen as an environmentally responsible practice that reduces negative environmental impacts, considering the environmental implications of financing projects and fostering social responsibility. It aims to make industries more environmentally friendly and restore the natural environment, contributing to the banking business while considering the social and environmental impacts of its activities (Bihari, 2011; Bhardwaj & Maholtra, 2013).

Green banking focuses on environmentally friendly banking practices and reflects environmental performance by reducing negative environmental impact (e.g., paper usage, energy consumption, fuel consumption, emissions) and enhancing positive environmental impact (e.g., environmental training, green building construction, solar and wind energy usage). These practices contribute to improved environmental performance, leading to a more sustainable banking sector.

However, the literature has gaps, especially in the Sri Lankan context, regarding the impact of green banking on Sustainability Performance. This study aims to fill this gap and analyze the impact of green banking practices on a bank's Sustainability Performance in Sri Lanka. It seeks to understand how green banking initiatives can influence and enhance a bank's overall sustainability efforts in the Sri Lankan context.

3. Methodology

3.1. Conceptualization

A graphical representation or structural diagram regarding research is the conceptual framework. The relation between independent and dependent variables is indicated. And also, it gives the imagination of research question before understanding the study based on the variables of research.

This study is carried out to examine the relationship in between green banking practices and sustainability performance. Employee related practice, daily operation related practice, customer related practice and bank's policy related practice have been acknowledged as the independent variable and sustainability performance as the dependent variable based on the available literature.

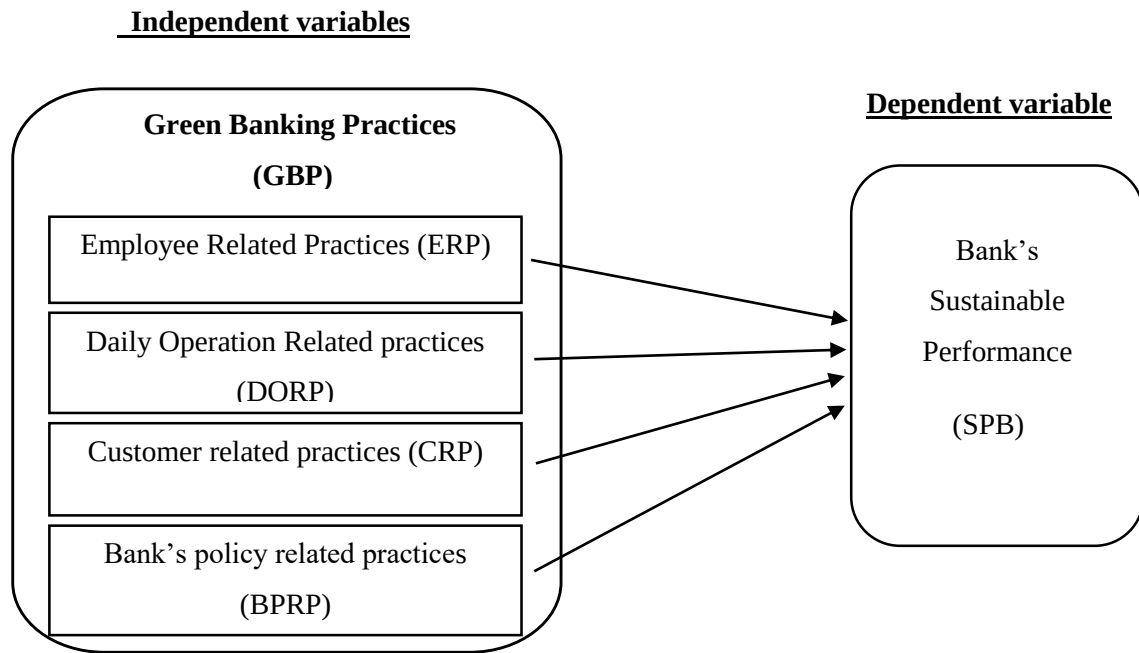


Figure 3.1: Conceptual Model

Source: Developed by researcher after referring literature

Independent Variables

Employee Related Practices (ERP)

Employee related practice was measured by three items such as environmental training and education, green performance evaluation and green reward system.

Daily Operation Related Practice (DORP)

Daily operation related practice was measured by using four items such as reduce paper usage, energy efficient equipment, e-waste management and eco-friendly banking practices.

Customer Related Practice (CRP)

Customer related practice was measured by four items such as green loan, green projects, facilitate green enterprises and green credit evaluation.

Bank's Policy Related Practice (BPRP)

Bank's policy related practice was measured using five items such as green branches, green policy, green partnership, green strategic planning and green procurement.

Dependent Variable

Sustainability Performance (SPB)

Sustainability Performance addresses the economic performance, social performance, and environmental performance.

3.2. Research Approach and Design

This study is used a quantitative research approach because the numerical data is used in this study. Quantitative research is an approach to testing objective theories through the examination of the relationship between variables. In turn, these variables can be measured, typically on systems, so that numerated data can be analysed using statistical procedures.

Shaumya and Arulrajah, (2016) used 16 dimensions with four key variables to measure the green banking. This tested instrument was used in this study. Data were collected from the questionnaires. Relationship between green banking practices and sustainability performance was measured through multiple linear regression model.

According to the financial system in Sri Lanka, the banking sector consists of lot of banks including local banks, foreign banks and other financial institutions. This study focused on the domestic commercial banks in Rathnapura district, Sri Lanka as the sample. The survey has been conducted among the banking employees in above banks. Stratified sampling technique was used to assure representation of employees belonging to different grades in the selected banks. Then, a well-structured questionnaire has been distributed to employees in the selected banks. 180 duly filled and submitted questionnaires were used for the analysis of this study.

The structured questionnaire used for this study consists of three parts. Part I: employee profile, Part II: green banking practices, and Part III: sustainability performance of their banks. Five-point Likert scale was assigned to measure the variables of the study and all are closed questions.

4. Results and Discussion

4.1. Descriptive Statistics

Descriptive analysis is the first step in the analysis section. It will help to described and provide detailed information about each relevant variable. Mean, Maximum, Minimum, Standard deviation are the forms of descriptive statistics. In relevant to this research study descriptive statistics are calculating for Employee related practice, daily operation related practice, customer related practice, Bank's policy related practice and Sustainability performance. Since descriptive statistics describes the basic features of the data set, it is vital to look at the descriptive statistics before going for further modelling tools and analysis.

Table 4.1: Descriptive Statistics of all selected variables

	N	Minimum	Maximum	Mean	Std. Deviation
ERP	180	1.33	5.00	4.1167	0.69357
DORP	180	1.25	5.00	4.4194	0.61729
CRP	180	1.75	5.00	3.8556	0.58420
BPRP	180	1.40	5.00	4.1422	0.68225
SPB	180	1.67	5.00	4.4370	0.61463

Source: SPSS output

As Table 4.1 depicts, mean, standard deviation, minimum and maximum values were obtained for all the independent and dependant variables. When considering the mean values of the variables, customer related practice possesses the lowest mean value whereas the highest mean value is possessed by sustainability performance. Higher the mean value implies higher usage of green banking practices and vice versa. Interestingly, the mean values of all the variables are higher than 3.5 emphasizing a good level of usage of green banking practices. When it comes to the standard deviation, customer related practice shows the lowest standard deviation among variables whereas employee related practice depicts the highest standard deviation value among variables.

4.2. Reliability Test Using Cronbach's Alpha

The coefficient alpha is an appropriate measure of internal reliability. The following score was obtained in terms of the internal reliability of the collected data. The internal reliability of the instrument was appropriate, when Cronbach's alpha ≥ 0.7 . Cronbach's alpha of 0.7 was the benchmark of deciding whether or not the instrument was reliable.

Table 4.2: Summary of Cronbach's Alpha Reliability Coefficient

Cronbach's Alpha	N of Items
0.907	5

Source: Researcher developed based on SPSS output

According to the results of reliability test, Cronbach's Alpha was 0.907. So, the internal consistency was excellent and the research tool was reliable and will give creditable results. Further, researcher test the scores of the independent variables and dependant variable on the Cronbach's Alpha Reliability Statistics coefficient which is presented below.

Table 4.1: Summary of Cronbach's Alpha Reliability Coefficients

Variable	Cronbach's Alpha
Employee related practices (ERP)	0.759
Daily operation related practices (DORP)	0.840

Customer related practices (CRP)	0.806
Bank's policy related practices (BPRP)	0.851
Sustainability performances (SPB)	0.797

Source: Researcher developed based on SPSS output

According to the results of reliability test, the survey data demonstrates an acceptable level of reliability for Employee related practice (ERP), Daily operation related practice (DORP), Customer related practice (CRP), Banks 'policy related practice (BORP) and Sustainability performance (SPB).

4.3. Validity Test Using KMO and Bartlett Test

KMO and Bartlett's test of sphericity value should be greater than 0.5. This is the test of adequacy of the sample. If this sample adequacy is not satisfied you should collect more data from the sample again.

Table 4.4: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.935
Approx. Chi-Square		1994.127
Bartlett's Test of Sphericity	Df	171
	Sig.	0.000

Source: SPSS output

According to the results of validity test, the survey data demonstrates 0.935. It is greater than 0.5. That means sample is adequate for investigation.

4.4. Correlation Analysis

To identify the relationship between independent and dependent variable, correlation analysis technique was used. The Pearson Correlation Coefficient measure the strength and direction of the linear relationship between two variables. Therefore, correlation test is conducted to determine the relationship between green baking practices and sustainability performance.

If correlation between two variables is established, this means that when there is a systemic change in one variable, there is often a systematic change in the other. The variables change for a certain period of time together. If correlation is identified, this can be either positive or negative depending on the calculated numerical values.

Table 4.2: Results of Correlation Analysis

		DORP	CRP	BPRP	SPB
ERP	r	0.706	0.621	0.694	0.749
	p	0.000	0.000	0.000	0.000
DORP	r		0.533	0.646	0.677
	p		0.000	0.000	0.000
CRP	r			0.673	0.561
	p			0.000	0.000
BPRP	r				0.745
	p				0.000

Source: SPSS output

Table 4.5 shows the relationship between green banking practices and sustainability performance whereby the number of respondents is 180 and the significant level is 0.05. All four variables selected for green banking practices possessed significant higher positive correlation with the sustainability performance of the banks in Rathnapura District, Sri Lanka.

4.5. Multicollinearity Test

Before proceeding the regression analysis, it is required to do a multicollinearity diagnostic test. When presenting an acceptable model, multicollinearity should be tested to ensure whether there is a correlation between independent variable. Multicollinearity means, there is high degree of correlation (linear dependency) between two or more independent variables. It generally occurs when a large number of independent variables are incorporated in a regression model. It can be occurred since some of them measure the same concepts or phenomena. Multicollinearity problem can be detected through VIF (Variance Inflation Factor) value in regression analysis. The numerical value for VIF estimates how much the variance of a regression coefficient is inflated due to multicollinearity in the model.

Table 4.6: Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
1	ERP	0.381
	DORP	0.454
	CRP	0.501
	BPRP	0.394

a. Dependent Variable: SPB

Source: SPSS output

By comparing Tolerance values and Variance Inflation Factors it was found that the Tolerance values are higher than 0.2 and VIF values are less than 5. Therefore, the Tolerance values and VIF values are within the expected range that prevents the multicollinearity. Hence, the multiple regression analysis can be carried out.

4.6. Regression Analysis

Multiple regression method was performed to identify basically the nature and strength of the influence of predictor variables (Employee related practice, daily operation related practice, customer related practice and bank's policy related practice) on sustainability performance. Multiple regression analysis is applied where there is more than one independent variable. The benefit of regression analysis is that it helps to decide which variables are most relevant, which can be ignored and how those variables relate to each other.

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.821	0.674	0.666	0.355	1.667

Source: SPSS output

Table 4.7 presents a summary of the model and the R square statistic (0.674) suggests that, 67.4% of the variability in the sustainability performance (SPB) was predicted from the selected green banking practices (GBP). The Durbin Watson statistic (1.667) is in between +1 and +3 indicating the independence of the observations.

Table 4.8: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	45.556	4	11.389	90.330	0.000
Residual	22.064	175	0.126		
Total	67.620	179			

a. Dependent Variable: SPB

b. Predictors: (Constant), BPRP, DORP, CRP, ERP

Source: SPSS output

F ratio in the ANOVA table tests whether the overall regression model is a good fit for the data. Table 4.8 shows that the independent variables (Green banking practices) statistically significantly predict the dependent variable (Sustainability performance), $F(4,175) = 90.330$, $P < .05$. That is the regression model is a good fit for the data.

Table 4.9: Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.954	0.211		4.522	0.000
ERP	0.324	0.062	0.366	5.232	0.000
1 DORP	0.178	0.064	0.179	2.790	0.006
CRP	-0.028	0.064	-0.026	-0.431	0.667
BPRP	0.354	0.062	0.393	5.719	0.000

a. Dependent Variable: SPB

Source: SPSS output

According to Table 4.9, the B value of the employee-related practice is 0.324 which is statistically significant since its p value is less than 0.05. It indicated that employee related practices have a positive impact to the sustainability performance of the banks.

Beta value of the daily operation related practices is 0.178 which is also statistically significant because its p value is less than 0.05. That indicated the daily operation related practice statistically predicts the sustainability performance.

According to table 4.9, the significance value of the customer related practice is 0.667 which is greater than 0.05 which indicated that customer related practice statistically not predict the sustainability performance.

The significance value of the B value of bank's policy related practices is 0.000 which is less than 0.05 which indicated that bank's policies related practices have significant positive impact for the sustainability performances of banks.

A multiple regression model was developed to measure the impact of green banking practices on sustainability performance of selected banks. Green banking is recognized in four different components such as employee related practice, daily operation related practice, customer related practice and bank's policy related practice. The combination of all these four generates the green banking practices. Thus, the basic research model is;

$$\text{SPB} = \beta_0 + \beta_1 \text{ERP} + \beta_2 \text{DORP} + \beta_3 \text{CRP} + \beta_4 \text{BPRP} + \epsilon$$

Where, Y is Sustainability Performance of Banks, X_1 denotes Employee related practice, X_2 represents Daily operation related practice, X_3 for Customer related practice and X_4 is the Bank's policy related practice. According to the results obtained from the multiple regression model, following equation can be developed for the said relationship.

$$\text{SPB} = 0.954 + 0.324 \text{ ERP} + 0.178 \text{ DORP} + 0.354 \text{ BPRP} + \epsilon$$

Licensed domestic commercial banks in Rathnapura district, Sri Lanka effectively use green banking practices by closely bank provides training and education to the staff on environmental protection, energy saving, and etc., the bank has environmental (green) performance evaluation practices, the bank implements environmental (green) reward system in the branches who support the green banking initiatives

An effective daily operation related practice in the banking sector in Sri Lanka is also very significant. The research revealed that the bank has initiatives to reduce paper usage and other wastage of materials, the bank has introduced energy efficient equipment, system solutions and practices, e-waste management practices, the bank has environmentally friendly banking practices.

However, customer related practices exist in the banking sector in Sri Lanka are not significant. The research revealed that the bank provides loan to environmental protection and energy saving related projects, bank implements certain independent and unique green initiatives, projects, and etc., bank promotes and facilitates environmental oriented enterprises through special grants, loans and guidance. But they are not impacted to the sustainability performance of the bank.

The banking sector has effective bank's policy related practice, the bank involves in setting up green branches, the bank has environmental (green) policy, bank has environmental related agreements with relevant parties/stakeholders the bank uses e-waste management practices, bank, head office level or top management involves in environmental protection related planning and implementation, bank purchases its stationeries, equipment and other items from environmentally friendly companies. The model was found to be statistically significant and variation in the elements of green banking practice affected the variation of sustainability performance by 64% as indicated by Adjusted R square 0.64. This showed the model has good predictors.

5. Conclusion

The study on "Green Banking Practices and Sustainability Performance of Banks in Sri Lanka: Evidence from Rathnapura District" aimed to assess the relationship between green banking practices and the sustainability performance of banks. The research employed a quantitative approach, analyzing data collected from 180 banking employees in Rathnapura District's commercial banks.

Descriptive statistics revealed a high level of adoption of green banking practices, with sustainability performance showing the highest mean value. Reliability and validity tests confirmed the robustness of the research instrument. The correlation analysis demonstrated a

significant positive relationship between most green banking practices and sustainability performance.

The regression analysis identified that employee-related practices, daily operation-related practices, and bank's policy-related practices have a significant positive impact on sustainability performance, while customer-related practices did not significantly influence sustainability performance. The model explained 67.4% of the variability in sustainability performance, highlighting the importance of green banking practices in achieving sustainable outcomes.

In conclusion, the study confirms that green banking practices, particularly those related to employee engagement, daily operations, and policy frameworks, are crucial for enhancing the sustainability performance of banks in Sri Lanka. However, the role of customer-related practices in influencing sustainability remains unclear and warrants further exploration. The findings underscore the need for banks to integrate comprehensive green strategies across all operational levels to achieve long-term sustainability goals. The study's insights contribute to the growing discourse on sustainable banking practices and provide a foundation for future research and policy-making in this area.

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