

The Role of Motivation on Environmentally Driven Operations Performance

Robert Sroufe, Duquesne University; Karen Chinnander, Florida Atlantic;
Frank Montabon, Iowa State University; Steve Melnyk, Michigan State University

Research Question: do firms improve environmental performance most effectively when all elements of a motivational model are present?

Theoretical foundation: empirically test a motivational model (Vroom's Expectancy theory, 1964) within Operations context.

Data: survey N = 1,164, two digit SIC 20 – 39, U.S. manufacturing firms

Analysis: Structural Equation Modeling

Full Model: Chi Sq/df=10, NFI & NNFI=.89, CFI=.90, RMR=.05



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