

RESEARCH ON THE INTERNAL AND EXTERNAL ENVIRONMENTAL INFLUENCING FACTORS OF CHINESE SMALL AND MICRO ENTERPRISES

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Abstract

As the most common form of existence in economies, small and micro enterprises play an important role in promoting the development of individual economy, providing employment opportunities, and promoting poverty alleviation. According to the summary and review of the relevant research literature on pro-environmental behavior, it is found that the current environmental pollution situation in China is still serious, and it is of great theoretical and practical significance to carry out the research on pro-environmental behavior to seek effective solutions to environmental pollution.

Keywords : Employees of small and micro enterprises Internal and external environment Influencing factor

Introduction

This paper is based on the theoretical perspective of planning behavior, Combining the theoretical basis of rational behavior theory, moral motivation model and integrated action decision model, Using research methods such as questionnaire survey and empirical analysis, Explore and sort out the relationship between the internal and external environment of enterprise employees and their pro-environmental behaviors, Focusing on the regulatory effects of habits, The mediating role of pro-environmental attitudes, And to further expand the research scope of pro-environmental will, pro-environmental behavior, habits and other related fields, Reveals the law of promoting employees 'workplace behavior suitable for China's national conditions, In order to help policy makers, stakeholders and small and micro business managers to draft and implement target-based sustainable environmental regulations, behavioral intervention plans, and incentives for the pro-environmental

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behavior of small and micro businesses in China. This study will open a new area of research for understanding the predictors of employee pro-environmental behavior patterns in the public sector and other settings.

Research meaning

1. Theoretical significance. First, it enriches and promotes the research of the theory of planned behavior. Defects in rational behavior theory led to the emergence of planned behavior theory, and gauge activation theory led to the value belief gauge theory and other theoretical models being used by different scholars.

Second, it further deepens the research in the field of employee pro environmental behavior. At present, the research on pro-environmental behavior of enterprise employees is mainly concentrated in developed countries. Due to the differences in employee groups in different countries and different sizes, and the external environment is also different, there are relatively few research on pro-environmental behavior of enterprise employees in developing countries.

2. Practical significance First, it provides practical reference for the improvement of the macro environment produced by enterprise employees' environmental behavior. Employees of small and micro enterprises spend a large proportion of their day in the workplace. Whether their behavior is pro-environmental has an important impact on environmental protection.

Second, it provides reference suggestions for encouraging employees to consciously implement pro-environmental behavior. The direct and indirect effects of human behavior on the environment are evident, and the resulting environmental problems continue to increase to varying degrees in different aspects of life.

Theoretical principle

1. Theory of rational behavior

Theory of Reasoned Action (TRA) was mainly proposed by Fischbein and Ajzen in 1977 to analyze the influence of attitudes on individual behavior. The basic assumption is that people are rational and will consider the meaning and consequences of their own behavior before a certain behavior is taken. The theory consists of four aspects, namely, attitude, subjective norms, behavior intention and behavior. Attitude indicates that the positive or negative emotion of a certain target behavior is determined by the main belief in the behavioral outcome and the importance assessment of the outcome; the subjective norm is the individual's perception of the desire to adopt a certain behavior, the degree of trust in how to do it, and the level of being consistent with others. Behavior intention is a measure of what people intend to engage in a particular act, and it is a will. Attitude and subjective norms jointly determine the individual's behavior intention, which then affects the behavior (Ajzen and Fishbein 1980).

2. Theory of planning behavior

Ajzen (1985a) rational behavior theory presupposes intention as a single variable in determining behavior, and this basic assumption has been criticized for ignoring the role of habits and norms in determining actual behavior. The flow and

relationships between variables suggest that attitudes, subjective norms and perceptual behavioral control are unifying determinants of intention.

The framework diagram of Planning Behavior Theory (TPB) is shown in Figure 2-4. The theory introduces the variable of perceptual behavioral control (PBC) to compensate for the deficiencies used in the above TRA theory, which represents the actor's perception of the actor's own behavioral control ability. The PBC expresses the actor's perception of their ability, knowledge, affordability, and available time. A similar concept to PBC can be expressed as "self-efficacy," which is defined as the actor's belief in his ability to organize their goals.

Literature review

1. Pro-environmental behavior

At present, the definition of pro-environmental behavior has not yet formed a unified standard, and there are certain differences in the terms and terms in different research fields and research backgrounds. Nevertheless, its connotation refers to the active participation of individuals to solve and prevent ecological and environmental problems in social development. Foreign scholars have an earlier research on pro-environmental behavior, with a history of more than 40 years, and have a rich theoretical basis for pro-environmental behavior. The research on pro-environmental behavior started late in China, mainly to integrate and learn from existing foreign theories, and it is often called environmental friendly behavior. It is defined by domestic and foreign scholars as shown in the following table:

Table 2 :List of definitions of pro environmental behavior

scholar	particular year	concept
Reid class	2010	Behavior with less negative effects on the environment
Stern	2000	Can positively improve the utility of material and energy and actively change the behavior of ecosystems
Kim	2014	Individuals voluntarily show a series of behaviors designed to reduce the negative impact of activities on the natural environment and protect the ecological environment
Bamberg & Moeser	2007	Individual behavior favors the sustainable development of the environment
Wu Chunyou et al	2006	Behavior that can improve ecological governance or take active environmental protection
Wang Jianming	2015	People minimize the negative impact of their activities on ecological behavior
Lu Hui et al	2016	Individuals actively participate in green activities to promote sustainable development, and eliminate the negative impacts on the environment through their own activities
Wang Hua et al	2018	It is a conscious social behavior for individuals to consciously reduce the negative impact of the ecological environment or promote environmental protection

Source: The author according from the relevant literature

Therefore, it can be seen that scholars' definition of pro-environmental behavior mainly starts from the specific practices of "pro-environmental" environment, including environmental protection and elimination of the negative impact on the environment. On the other hand, they emphasize its sociality and believe that pro-environmental behavior is a conscious social behavior and a prosocial behavior. Extend this concept to the small micro enterprise employees workplace, this paper that its environmental behavior is essentially the small micro enterprise employees in the workplace daily production and preparation for the production of environmental behavior, and research focus on the above two aspects, in the identification of employee behavior, mainly to protect the environment or eliminate the negative impact on the environment, in the analysis of employee behavior factors, mainly from the social perspective, and divided into employees individual psychological factors and external practice situation factors.

2. Pro-environmental behavior in the workplace and its determinants

(1) Environmental-friendly behavior in the workplace. In order to conceptualize the workplace PEB, we must understand the nature of environmental dynamics among various strata of society. Individuals at the micro-level constitute the main players, decision-makers in the workplace, and reflect environmental behavior at the industry and system level according to their level in society. In this study, workplace PEB was conducted within the environmental domain, and according to Bissing-olson et al. (2013) and Robertson et al., it means environmentally friendly behaviors, decisions, and policies in the context of small and micro businesses (2013).

Employees are important drivers of environmental change, and different employees often have different environmental behaviors and tendencies. Whether or not they know the impact of their actions, most employees are prepared to demonstrate their environmental behavior. Small and micro businesses generally believe that their activities have little negative impact on the environment, so the employees who have previously had bad environmental behavior habits and attitudes may find it difficult to adapt to the environmental norms in the workplace. Changing workplace habits requires insight into the PEB atmosphere in the workplace and identifying evidence of spillover from the workplace. Stern P.C.(2000) It is pointed out that the individual differences of employees are the embodiment of norms, which can be corrected through the theory of value belief norms.

Current scholars for employees pro environmental behavior research, from the scope of behavior, pro environmental influence, public and private field, the characteristics of behavior to define the type of environmental behavior, this paper is mainly employee workplace pro environment behavior, so the research scope is limited to the workplace, the study of employee behavior is limited to the field of environmental behavior research.

(2) Pro-environmental behavior determinants in the workplace. The structure of small and micro businesses provides different environments, depending on their size, location, industry, financial resources, and enterprise life-cycle stages. Regardless of features and location, they exist in larger subsets of macroscopic environments rather than in isolation. As a micro subset of its environment, external variables at the industry and social level beyond its control point are the main predictors and determinants of environmentally sustainable behavior.

a. social responsibility

The main body of social responsibility is businessmen, not ordinary employees. On the basis of the concept definition, many scholars began to subdivide the connotation and composition of social responsibility. Carroll (1979) believes that the scope of corporate social responsibility is relatively wide, including economic responsibility, legal responsibility, charitable responsibility and so on, among which economic responsibility is the most core element of corporate social responsibility. When the academic research on social responsibility is in full swing, the stakeholder theory is put forward as the common theoretical basis of social responsibility.

b . Socio-emotional factors

Exploring pro-environmental behaviors from a sociodemographic perspective is critical for understanding intrinsic behavioral patterns and adopting methods to influence desired behavioral patterns and attitudes. A large number of studies have confirmed that factors such as rural location, urban location, and workers' location may influence the tendency to engage in environmental behavior, and that the improved education level and urbanization level in most cities and regions can improve people's expected behavior. However, the rate of environmental degradation and pollution reveals a global problem that humans cannot overcome.

Dunlap and Catton (1994) used the "human immunonism paradigm" to assume that humans have the ability to face and overcome the environmental problems they face. Social reality presents a host of bleak and complex problems that make humans suffer and pay heavily for negative environmental behavior in the past and in the present. Dunlap and Liere (2008) and Jonathan et al. have pointed out that the wrong concept and premise that humans are not subject to the environment has led to the emergence of a new environmental paradigm (NEP), which is widely used and accepted by scholars when studying pro-environmental behaviors in different environments and contexts.

c . Workplace environment and atmosphere

Schein (1990) believes that the atmosphere is the embodiment of a cultural product, which depends on the employee's perception of the work environment, which is usually influenced by policies and procedures. Small and micro enterprises in China operate in different industries and business types of social environment. Due to the instability of environmental behavior, different regions have different business environments. Therefore, in order to comprehensively study corporate culture, individual-level analysis is of great significance, and various measures should be taken to promote enterprises to the direction of positive environmental behavior.

Norton, Zacher et al. (2015) define an environment-friendly organizational atmosphere as "an employee's shared view of environment-friendly policies, procedures, and practices for organizational rewards and support," reinforcing employee perceptions at the individual level and serving as a basis and prerequisite for choosing behavioral routes acceptable to the workplace.

d . Pro-environmental leadership

Pro-environmental behavior of employees is influenced by many factors. Smith and O'Sullivan (2012) propose that individual employees themselves are the basic factors influencing the specific implementation of pro-environmental behaviors. When employees live in the enterprise environment, their behaviors will be affected by the surrounding environment, behaviors and other aspects. Enterprise leaders, as

the benchmark and guidance in employees' daily work, play an indispensable role in shaping and guiding employees' pro-environmental behaviors.

Daily et al. believe that leaders' support for employees' environmental initiative is conducive to the generation of employees' environmental protection behavior, and employees' environmental protection behavior in turn strengthens leaders' support behavior for employees.

Research conclusion

According to the above summary and review of the research literature related to pro-environmental behavior, it is found that the current environmental pollution situation in China is still serious, and it is of great theoretical and practical significance to carry out the research on pro-environmental behavior to seek effective solutions to environmental pollution. Compared with foreign studies on pro-environmental behavior conducted in the 1970s and formed a relatively comprehensive and complete theoretical content, the domestic research started late and has less relevant literature, and the content system of the research needs to be improved. In recent years, the domestic research direction of environmental behavior expanding, research content, established a preliminary theoretical system, but most of the content from the individual micro level of psychological factors, knowledge culture, interpersonal relationship, etc, and despite the external behavior situation, behavior habits, work environment factors, the research in the field of still has the following deficiencies:

First of all, due to different cultural backgrounds, China has its own unique system, social and cultural background and habits. These factors are an important part of the study of pro-environmental behavior, so they should not abandon the actual situation of China and generalize with other countries. The existing foreign theoretical models cannot fully adapt to the situation in China. Therefore, it is necessary to explore the current influencing factors and their action mechanisms affecting the working environment behavior of employees in small and micro enterprises in China according to the actual situation of Chinese enterprises.

Second, the current domestic research on pro environmental behavior is more focused on individual employees, including psychology, motivation, attitude, mood on the employees pro environmental behavior, but for the influence of the employees pro environmental behavior research less, and different organization atmosphere employees pro environment behavior also has significant differences, under different types of leadership style will have different environmental tendency. Therefore, the leadership style, the system, the norms, the policies, and the atmosphere at the organizational level can all be used as the pre-dependent variables of the organizational pro-environmental behavior.

Thirdly, at present, most of the domestic studies of employees' pro-environment behavior start from large enterprises and macro environment, and there is still little literature for the research on small and micro enterprises and specific behavior environment. Compared with large enterprises, the employees of small and micro enterprises have great differences in terms of cultural quality, group size, and organizational cohesion, and the influencing factors of their pro-environmental behavior in the workplace are also quite different from them. Small micro enterprise

as one of the important economies, the development behavior in the process of environmental protection plays an important role in environmental protection, and the subject of small micro enterprise—employees for the implementation of environmental behavior has an important influence, so the study of Chinese small micro enterprise employees pro environmental behavior is of great significance to improve environmental protection in our country.

last, Employee pro-environmental behavior is a complex and dynamic behavior, It must be studied from multiple perspectives and from different aspects, The current scholars generally study individual factors, Such as values and norms, emotions, attitudes and beliefs; Interpersonal factors, Such as the leadership factors, Colleagues factor; Organizational factors, Such as the organizational atmosphere, Organizational systems and norms, as the pro-dependent variables affecting pro-environmental behavior, However, there is little research on which factors will be the leading factor variables in small and micro enterprises, The adjustment variables mainly adopted environmental awareness, empathy, organizational support, pro-environmental atmosphere, green values and so on, However, few studies have used habit as a regulatory variable to find out the mechanism of action between the predependent variable and the pro-environmental behavior.

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