

DEVELOPMENT OF MODEL ON ADOPTION OF GREEN BANKING IN INDIAN BANKING SECTOR

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ABSTARCT

The world is facing an immense challenge of degradation of the environment during the course of economic development. In India, which is one of the emerging economies, management of the environment should be the prime focus for all the business organizations and particularly the banking sector, which plays a major and important role for the development of the nation. This step will help the companies in the emerging economies to utilize their limited and inadequate resources in more efficient way without harming the environment and will also help them in facing the global challenge of environmental sustainability in more effective and successful manner. Out of all the sectors in the emerging economies, banking sector can act as responsible participant in this regards and can make influential and important contribution towards achieving the environmental sustainability by adopting various green banking practices. So in this regard, this study investigates some factors that influence the adoption and intention of adopting green banking practices in India. Technology Acceptance Model (TAM) is the prime basis of this empirical research paper. In this researcher has tried to develop a theoretical model linking Technology Acceptance Model (TAM) factors with environmental sustainability.

KEYWORDS: Green Banking, Indian Banking Sector, TAM, Environmental Sustainability