

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**Heterogeneous Stakeholder Pressures and
Corporate Green Practices: Evidence from China**

By

Dr Xueyong Zhan

Date: Thursday, 21 November 2013

Time: 10:30 a.m. - 12:00 noon

Venue: M802

All interested are welcome

Heterogeneous Stakeholder Pressures and Corporate Green Practices: Evidence from China

Abstract

Dalu Fang, Carlos Lo, Xueyong Zhan, and Xubing Zhang

We examine the relationships between heterogeneous stakeholder pressures and internal/external dimensions of corporate green practices. Using data from a questionnaire survey of 131 manufacturing enterprises in Guangzhou, we have identified that the level of non-government pressure has a stronger relationship with a firm's engagement in the external dimension compared with its engagement in the internal dimension of corporate green practices, and the level of pressure from environmental protection bureau (EPB) faced has a stronger relationship with a firm's engagement in the internal dimension compared with its engagement in the external dimension of corporate green practices. Our research offers a more nuanced understanding of the impacts of heterogeneous stakeholder pressures on corporate green practices in the developmental context of China.