

提 要

随着经济的快速发展,全球环境问题日益严重,不断威胁着人类的生存。环保问题也成为各个领域的学者深入研究的热点。对于社会管理学学者们,目前关于环保问题的研究,最有影响力的理论之一是制度理论(Institutional Theory)。但是关于社会制度因素是如何影响个人的环境紧迫感和价值观与环境保护承诺和环保行为之间的关系,这些问题还没有通过实证研究加以回答。本文以制度理论为主理论,研究在个体层面上社会制度因素对环境紧迫感和环境保护承诺之间关系的调节作用。同时比较这三种制度因素,也就是调控性制度因素、规范性制度因素和文化-认知性制度因素,在其调节作用上的相对重要性。本文利用一个来自 21 个国家的大样本(N=23443)数据,进行了回归和分层线性模型分析,结果表明三大制度因素均对环境保护承诺和环境保护行为有直接的影响。而且,调控性制度因素发挥着消极的调节作用,而文化-认知性制度因素发挥着积极的调节作用。

同时本文针对在目前中国社会制度环境下,人们的环境紧迫感和个人价值观(物质享受需求)与环境保护承诺及环保行为之间的关系,进行了延伸性研究。此部分研究通过对从一家中国企业获得的样本数据(N=245)进行了回归分析,结果表明中国人的环境紧迫感和环境保护承诺呈边缘性显著相关,物质享受需求和环境保护承诺呈显著负相关,环境保护承诺和环保行为呈显著正相关,且环境保护承诺对环境紧迫感和环保行为起到了部分中介作用。

其次,本文对实证研究结果进行了理论意义和实践意义的讨论。从理论角度,本文有助于我们理解社会制度对环境保护承诺等个体行为的调节作用。从实践角度,本文提出在环境管理问题上,社会制度不应被忽视。为了在环

境保护方面做得更好，企业管理者或环保工作者应该更加关注社会制度因素的调节作用。

关键词：环境紧迫感、环境保护承诺、环保行为、制度理论、物质享受需求

ABSTRACT

With rapid economic development, the global environmental problems are becoming more and more serious, which can threaten survival of human beings. Environmental protection also has become a hot research topic for scholars in all fields. For social management scholars, one of the most influential theories on environmental issues is institutional theory. However, insufficient empirical research has been conducted to test the effects of social institutional factors on the relationship between sense of emergency for the environment as well as personal values, and commitments as well as behaviors of environmental protection. Thus, this study pays a lot of attention on the moderating effect of institution between sense of emergency for the environment and commitment to environmental protection. It also compares the relative importance of three types of social institutions, i.e., the regulative, the normative and the cognitive institutions, in terms of their moderating effects. Using a large sample(N=23443) from 21 countries, we conduct regression and HLM analyses, and the results from these analyses show direct effects of all the three-level social institutions on the relationship between sense of emergency for the environment and commitment to environmental protection. The regulative social institution plays a negative moderating effect while the cognition social institution plays a positive moderating effects.

Moreover, in the context of China's social institution, we conduct an extension study in order to further test the relationship between the sense of emergency for environment as well as personal values (material comforts) and commitment to environmental protection as well as environmental behavior. We conduct regression analysis using the data collected from a Chinese enterprise (N=245). And the results show that there is a marginal significant positive correlation between sense of emergency for the environment and commitment to environmental protection of Chinese, while a significant negative correlation between material comforts and commitment to environmental protection. And commitment to environmental protection is significant related to the behaviors of environmental protection

positively, commitment to environmental protection partially mediates the relationship between sense of emergency for the environment and behaviors of environmental protection.

Furthermore, we discuss the theoretical and practical implications of these empirical findings. From the theoretical perspective, this study helps to improve the understanding of moderating effects of social institutions on the relationship between commitment for environmental and behaviors for the protection of environment. And for practitioners, this study shows that social institutions should not be ignored in the environmental management to do a better job in environmental protection, firm managers should pay more attention to the moderating effects of social institutions.

KEYWORDS: Sense of Emergency for the Environment, Commitment for the Environmental Protection, Behaviors of Environmental Protection, Institutional Theory, Material Comforts

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