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Mindfulness Meditation as a Predictor of Pro-Environmental Leadership

Talib Karamally
tkaramal@uwo.ca

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What might motivate corporate leaders to increase their financial investments in corporate environmental responsibility (CER) initiatives? Although many interventions might inspire leaders to invest in such initiatives, my research will explore whether leaders who undergo a mindfulness meditation intervention will be more likely to invest in CER initiatives than leaders in a control condition. As part of the methodology, I will recruit students who will play the role of a corporate leader of a fictitious organization. After these leaders undergo the mindfulness intervention, I will ask them to complete a budget allocation task; they will be asked to invest money in various business initiatives, including CER initiatives. Thus far, research confirms that participation in a mindfulness meditation intervention increases one's propensity to engage in eco-friendly behaviours (e.g., recycling). As such, I expect leaders who undergo the intervention to invest more in CER initiatives than those who do not.