

RGC Reference 35000017
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**The Research Grants Council of Hong Kong  
Prestigious Fellowship Scheme under the Humanities and Social Sciences Panel  
Completion Report**

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*(for completed projects only)*

**Part A: Project and Award Holder**

**1. Project Title**

A Study on the Development of an Environmentally Responsible Society: Institutional Perspective of Engaging Public Participation

**2. Award Holder and Academic Department/Unit Involved**

Name/Post	Unit/Department/Institution	Contact Information
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**Part B: The Report**

**5. Workplan**

**5.1 Workplan as per original application**

- 1 To theoretically develop and empirically validate a research model that examines the different IEPs exerted by retailers to influence individual participation in environmental programs.*
- 2 To identify effective IEPs in instilling individual participation.*
- 3 To profile the characteristics and rationale of individuals based on their response to different IEPs.*
- 4 To provide managerial and policy implications that would improve individual participation in environmental protection 1.*

**5.2 Revised workplan**

Date of approval from the RGC:  N/A

Reasons for the change: \_\_\_\_\_  
\_\_\_\_\_

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### 5.3 Realisation of the workplan

*(maximum 2 pages; please state how and to what extent the work as stated in the workplan has been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)*

The workplan worked out as planned and scheduled. The project has generated fruitful results through collecting primary data via multi-method research design, namely content analysis, survey, experiment, and in-depth interviews. The study findings offer insights into how customers respond to the three types of isomorphic environmental program, including the coercive IEP, mimetic IEP, and normative IEP, and their interactions in engaging customers to participate in environmental initiatives. The attendance of the conference in 2018 enables me to discuss my preliminary findings with fellow scholars and collect feedback and advices from them on how I may improve the study. Following their advices, I have assessed the experiment by using electroencephalography, which enables me to assess the true feeling of subjects in responding to different types of environmental messages that reflect different types of IEPs. The results are published in a top-tier journal in the field.

## 6. Dissemination plan

### 6.1 Dissemination plan as per original application

1. *An international conference attendance*
2. *Publication*
3. *Research finding sharing with students*

### 6.2 Revised dissemination plan

Date of approval from the RGC:   N/A  

Reasons for the change: \_\_\_\_\_

- 1.
- 2.
3. ....

### 6.3 Realisation of the dissemination plan

*(maximum 2 pages; please state how and to what extent the output as stated in the dissemination plan has been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)*

In 2018, I have attended the Academy of Management, which enables me to disseminate the preliminary findings with fellow scholars in the fields including sustainability, marketing, environmental management, etc. They have shown interest in the study findings, and have provided valuable feedback and advices of how the research design could be improved. I have taken their advices on how I may improve the rigor of the experimental research design through collecting with electroencephalography to collect measures to assess the response of subjects to the different types of messages that reflect coercive, normative, and mimetic IEPs.

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The findings of the project are published in *Resources, Conservation, and Recycling* which is top journal in the fields of Environmental Engineering, and Environmental Science. The paper provides insights into effective IEPs that are instrumental in engaging customers to participate in environmental initiatives.

Lam, M.L., Wong, C.W.Y.\*, Chan, W.T.Y., Leung, C.H., Cheung, M.C (2019) “Effects of Institutional Environmental Forces on Participation in Environmental Initiatives,” *Resources, Conservation, and Recycling*, Vol. 150, November, 104402.

To instill the interest and understanding of students in environmental issues and the importance of participation of individuals in environmental initiatives, the research findings and the related topics are presented to students enrolled in subject Environmental Management. As class activity, the students are also asked to share their experience in asserting and feeling the various IEPs that affect their engagement in environmental initiatives. The students are also divided into groups to work a group projects that require the students to examine how the different retailers exert different IEPs in motivating their customers to participate in their environmental initiatives, and provide an evaluation on the achievement of the retailers.

7. **Other impact** (*e.g. award of patents or prizes, collaboration with other research institutions, knowledge transfer, etc.*)

N.A.