



*“Gheorghe Asachi” Technical University of Iasi, Romania*



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## **JOB CRAFTING AND SOCIAL RELATIONSHIPS (GUANXI): THE EFFECT OF PSYCHOLOGICAL CONTRACT FULFILMENT ON EMPLOYEES’ GREEN BEHAVIOR**

**Chunyu Zhang\*, Liping Liu**

*School of Economics and Management, Guangxi Normal University, No. 15, Yucui Road,  
Qixing District, Guilin, Guangxi 541004, China*

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### **Abstract**

This study was intended to determine the factors that affect employees’ green behavior. Accordingly, the authors developed a framework that depicts the relations between psychological contract fulfilment, job crafting, social relationships (guanxi), and employees’ green behavior. Convenience sampling was adopted, through which we obtained cross-sectional data on 688 salespersons from enterprises in Nanning, Guangxi. SPSS, AMOS, and SmartPLS were used in the data analysis. The results of this research have important reference value for business managers to improve enterprises’ sustainable development. They revealed that psychological contract fulfilment affected job crafting and employees’ green behavior positively, as well as job crafting’s mediating effect. Guanxi did not moderate the effect of transactional psychological contracts on employees’ green behavior, but did moderate the positive effect of relational psychological contracts on employees’ green behavior negatively.

*Keywords:* employees’ green behavior, guanxi, job crafting, psychological contract fulfilment

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