Professor Kerrie Unsworth, University of Western Australia

**Abstract:** The need for people to behave in a way that mitigates or adapts to climate change is well-known. In this seminar I will talk about results from three sets of studies which look at pro-environmental behaviour. But I highlight two pathways through which people can engage in these behaviours – because of climate change and helping the environment OR because it helps the individual in other ways. To explore this latter reason we conducted studies looking at broader self-concordance and pro-environmental behaviour. In other words, we suggest that you don’t need to be a “greenie” to engage in pro-environmental behaviours. In the other two sets of studies I explore the more traditional route to pro-environmental behaviour, namely through climate change beliefs. I'll look at the effects of making political identity salient and the effects of cognitive complexity on climate change beliefs, pro-environmental behaviour and support for a carbon-pricing policy. Although this work was done in a general population context, I’ll finish by considering implications for workplaces in particular.

**Presenter:** Kerrie is a Professor of Organisational Behaviour at UWA Business School (University of Western Australia), an Associate Editor with the Journal of Organizational Behavior and the treasurer for the Academy of Management Managerial and Organizational Cognition (MOC) division. Her primary research interests concern improving pro-environmental behaviour, employee motivation, creativity and well-being. Kerrie has been developing novel methodologies for researching goal hierarchy and has been extending the framework to new domains, including pro-environmental behaviours. She has published in a range of top academic journals and her work has received more than 1000 citations. She has also won in excess of AUS$1.6m in public and private sector research funding. She is currently Associate Dean (International Relations) for the UWA Business School and the Deputy Head of Discipline for the Management and Organisations Discipline within the School.

**Date:** Friday 21 June 2013  
**Time:** 12:00-1:00pm followed by Sandwich Reception  
**Venue:** BUSN 142 Case Study Room  
**Registration:** Sarah.Thoms@uwa.edu.au by 14/06/2013  
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