

Title : Going Green Among Students in Higher Education Institutions: by Law Enforcement or by Self Willingness

Name : *Mr. Chua Kok Keong; Ms. Loh Hui Ping; Ms. Ng Sin Yee

Institute : Tunku Abdul Rahman College

Abstract:

This research provides insights to the authorities in higher education institutions on how they can act responsibly to our environment by adopting more appropriate approaches and measurements in cultivating environmental friendly practice among students. Students are the primary stakeholders of higher education institutions. They have the massive power to save the sick earth now and soon as students in higher education institutions are the backbones and future leaders of the society and organizations. What they have been imparted theoretically or practically in education institution about going green will be reflected in their future industry practice. Therefore, ensuring that the students turn awareness about protecting the environment into actions is essential. To take the right approach in encouraging students going green, students' thoughts have to be examined. This research assume that most of the students are aware of their responsible in doing something for the environment but when putting into action, there are many excuses that discourage their initiatives. To optimize the effectiveness of universities approaches in encouraging students protecting the environment in their daily life, this research intends to find out: Which approach adopted is more favored by the students; whether a balance is striked between approaches in forcing the students to act environmental friendly by rules and law and educating them cognitively and affectively.