

Examines the impact of green transformational leadership on n green creativity of employees by- Green corporate identity in the Municipality of West Gilan

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Municipality is a public entity but governmental that authority granted it by a vote of the people or Representatives of the people. And the scope of their duties shall be independent. As Municipality is a full-service organization, Hence to provide services should always be considered ,so this creativity can in both staff and agencies. The purpose of the study examines the impact of green transformational leadership on n green creativity of employees by- Green corporate identity in the Municipality of West Gilan. this research is applied in terms of the goal and descriptive in terms of data collection. The study population is Gilan municipal employees. The number of samples studied in this research, is 311 employees And sampling in this research is cluster and non-probable. Due to the limited population, Cochran formula was used to determine the sample size . Structural equation modeling techniques with the least squares approach was used to analyze Data obtained questionnaires. All analyzes data collected was done through software SPSS and LISREL. As a result of the research hypothesis that the impact of transformational leadership on creativity green green-oriented staff. the result of the research hypothesis indicate the impact of green transformational leadership on Green creativity of staff. mediating role of Green corporate identity in the relationship between green transformational leadership and green creativity of staff was confirmed . also the final research hypothesis , The moderating role of commitment to resources on the relationship between green corporate identity and green creativity was approved.

Keywords : Key words: creativity green, green corporate style, green-oriented leadership, commitment of resources, municipalities

