Green innovation, indeed a cornerstone in linking market requests and business performance. Evidence from the Spanish automotive components industry

Antonio L. Leal-Rodríguez\textsuperscript{a,∗}, Antonio J. Ariza-Montes\textsuperscript{b}, Emilio Morales-Fernández\textsuperscript{b}, Gema Albort-Morant\textsuperscript{b,c}

\textsuperscript{a} Department of Business Management and Marketing, Universidad de Sevilla, Av. Ramón y Cajal, 1, 41018 Seville, Spain
\textsuperscript{b} Department of Business Management, Universidad Loyola Andalucía, C/Energía Solar, 1, Edificio G, 41014 Seville, Spain
\textsuperscript{c} Department of Social Sciences, Centro Universitario San Isidoro, C/Leonardo Da Vinci, 17-B, 41092 Seville, Spain

ARTICLE INFO

Keywords:
Market orientation
Green innovation performance
Organizational performance
Partial Least Squares

ABSTRACT

Many studies uphold market orientation as a key factor in creating and sustaining a firm’s competitive advantage. This research aims to explore this topic further by including within the model the concept of green innovation. In particular, this paper empirically tests the mediating role of green innovation performance in the relationship between market orientation and organizational performance. This study relies on a sample of 145 firms belonging to the Spanish automotive components manufacturing sector. The results obtained by applying Partial Least Squares (PLS) path-modeling, a variance-based structural equations modeling technique, reveal that market orientation exerts a direct impact on organizational performance. Subsequently, we observe how the green innovation performance construct partially mediates the market orientation-organizational performance link. The paper brings some theoretical conclusions and implications for research and practice.

1. Introduction

The environmental impact of human activity is a constantly growing global ethical concern for citizens, policy-makers and organizations. In this sense, corrective policies have been implemented in recent years to reduce or palliate this environmental damage (Chen, 2008). Organizations are not immune to this reality. On the contrary, as every complex system in search of the balance that will ensure long-term survival, companies should respond effectively to a double adjustment dynamic. On the one hand it is competitive adjustment, to achieve a certain level of market efficiency that requires optimizing the use of resources and capabilities, which are always limited. On the other hand it is legitimacy adjustment, to conquer a certain degree of consistency with the society within which the organization operates.

It is widely acknowledged that to survive within the currently turbulent and hypercompetitive scenarios, firms must foster innovativeness. To this end, it is essential to remain up to date with the multiple market changes, fluctuations and trends that are continually arising. This requires firms to be oriented to their customers and proactively embrace a market orientation (MO) strategy. In this line, the ultimate aim of developing a market orientation strategy is to enhance firms’ innovativeness and performance (Laforet, 2009).

In addition, sustainability has gradually become a pivotal concern for managers and policy-makers, to the extent that Esty and Winston (2006, p.18) highlight that “in today’s world, no company, big or small, operating locally or globally, in manufacturing or services, can afford to ignore environmental issues”. The increasing societal demands compel companies to integrate sustainability topics into their regular activity so that their social, environmental, and economic goals can be attained. There are two major driving forces that promote environmental management (Chen, 2008): (i) the international set of norms and regulations concerning environmental protection and (ii) consumers’ environmental awareness (Chen et al., 2006). Whatever the reasons that lead firms to undertake environmental management—e.g., complying with environmental laws and regulations, becoming more competitive, gaining legitimacy—integrating environmental sustainability issues into business strategy and greening the innovation process are becoming strategic opportunities for companies (Porter and Reinhardt, 2007).

Plenty of studies have examined the direct influence of market orientation on organizational performance and most of these works point out that market orientation is positively related to performance (Ellis, 2010).
2. Theoretical background

This section approaches the theoretical foundations concerning the distinct variables and hypotheses included in the research model. Subsequently, we assess the direct relationship between market orientation and business performance, and then, we examine the mediating role played by green innovation performance in this link.
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات