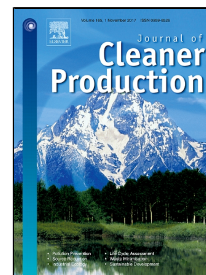


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ANALYSIS OF THE GENERATION OF ECONOMIC RESULTS IN THE DIFFERENT PHASES OF THE PRO-ENVIRONMENTAL CHANGE PROCESS

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Abstract

Much of the research in environmental management has focused on analysing whether a firm's environmental efforts can be considered an argument in favour of or against its economic results, concluding that favourable results are not guaranteed, but depend on different aspects. This paper studies pro-environmental change processes in firms, focusing on how economic profit is generated during the process of changing to high degrees of environmental proactivity. Based on a sample of 303 Spanish firms located in the Aragon region, we classify four cluster categories of pro-environmental change. The description and comparative analysis of these categories leads us to consider that pro-environmental change is related to economic performance. The study's conclusions show that the economic benefits derived from pro-environmental change are greater when said change is more advanced or proactive.

Key words: Strategic environmental behaviour; Pro-environmental change; Economic performance; Process; Eco-innovation; Cluster analysis.

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