



Chapter 7

Green Organizational Management and Technological Innovation on Green Sustainable Organizational Performance

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ABSTRACT

This study aims to analyze the conditions of green organizational management and technological-innovation. The analysis departs from assuming that green organizational management innovation and technological innovation has a direct influence on sustainable green organizational performance under the assumption that sustainability mediates the relationship between green management and green technological innovation and green organizational performance. The method used is the meta-analytical-reflective based on the conceptual, theoretical and empirical review of the literature. It is concluded that green organizational management and technological innovation have a direct effect on sustainable organizational performance.

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INTRODUCTION

Research in green management increasingly focuses on green technological innovation, including not only the product but also service innovation, business model innovation and process innovation (Anwar, *et al.* 2018; Gallouj & Weinstein, 1997; Markides, 1997; Pisano, 1996). The study of innovation is an attractive phenomenon beyond green technological innovation (Gallouj & Weinstein, 1997; Markides, 1997; Pisano, 1996). Research on green technological innovation contributes to both theory and practice by model development in an inclusive framework aimed to measure green organizational sustainable performance through adopting sustainable green practices.

Green technological innovation is the implementation of ideas for new products and/or services, the introduction of new green organizational elements of production and service processes and operations (Damanpour & Evan, 1984). A significant driver influences green organizational performance (Ryu, 2016; Hervas-Oliver *et al.* 2018). Green management and green technological innovation are complementary and may spur green organizational sustainability and performance. Organizational sustainability influences the relationship between green technological innovation and management. Green management and green technological innovation may contribute to organizational sustainability and performance leading to increased profitability.

Green management innovation is a concept that contrasts with green technological innovation processes and practices in administration and management (Damanpour, 2014). Both green management innovation and green technological innovation improve organizational performance and organizational sustainability. Green technological innovation tends to improve management innovation, organizational sustainability and organizational performance. Organizational sustainability is a mediator between management innovation and organizational performance as well as between technological innovation and organizational performance in emerging economies See figure 1.

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