

Chapter 6

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

DOI: 10.4018/979-8-3693-5912-9.ch006

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 the green organizational management and technological innovation has a direct effect on sustainable organizational performance.

INTRODUCTION

Green organizational management and green technological innovation attract research in green management beyond the product and introduction of service innovation, business model innovation, and process innovation (Anwar et al., 2018; Gallouj & Weinstein, 1997; Markides, 1997; Pisano, 1996). Research on innovation is an attractive phenomenon beyond green technological innovation, such as process, product, service, and business model (Gallouj & Weinstein, 1997; Markides, 1997; Pisano, 1996). Research on green technological innovation contributes to theory and practice by model development in an inclusive framework aimed at measuring green organizational sustainable performance through adopting sustainable green practices.

Green technological innovation is the implementation of an idea for a new product and/or service and the introduction of new green organizational elements of production, service processes, and operations (Damanpour & Evan, 1984). Green technological innovation is a significant drive that has an influence on 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. Green organizational sustainability influences the relationship between green technological innovation and green management, both of which can contribute to the ecological sustainability of organizations and performance leading to increased profitability.

Green management is more diligent and responsible business management with long-term environmental care, which in turn demands an urgent change of mentality at all organizational levels (Luckacs, 2021). Green management innovation is a concept that contrasts with green technological innovation processes and practices in administration and green management (Damanpour, 2014).

Green innovation management improves organizations' environmental performance, influencing environmental performance and sustainability by playing a mediating role. Green technological innovation tends to improve green management innovation, green organizational sustainability, and green organizational performance.

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