

Chapter 7

Impact of Environmentally Friendly Innovations on Organizational Behavior by Mediation of Green Organizational Culture in the Horn of Arica

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ABSTRACT

This investigation investigates the connections among Organizational Behavior (OB), Green culture of organization (GOC), and Eco-friendly Friendly Innovation (EFI) in businesses aiming for sustainability. The investigation incorporates a quantitative methodology to investigate the direct and indirect influences of EFI on OB, using GOC as a mediating variable. In addition to having a good influence on GOC, which mediates the association among EFI and OB, the outcomes manifested that EFI considerably enhances OB, indicating a strong direct association. In particular, the way that EFI indirectly

DOI: 10.4018/979-8-3693-8824-2.ch007

influences OB through GOC emphasizes how crucial it is to foster an environment-friendly corporate culture. By establishing empirical proof of the crucial functions that GOC and EFI play in influencing organizational behavior, this investigation adds to the body of material already in existence and has useful ramifications for managers looking to put sustainability initiatives into practice. Future investigation is advised to investigate moderating variables and contextual factors.

INTRODUCTION

The importance of eco-friendly friendly innovation has drawn attention from all over the world in a period characterized by growing environmental complications. Incorporating green works has become crucial as businesses realize their part in addressing climate change and advancing sustainability. This phenomena influence organizational behavior as well as environmental influences, especially when viewed through the prism of green culture of organization (Wang et al., 2022). Exploring these dynamics is made possible by the Horn of Africa, a region known for its extreme environmental vulnerability and abundant biodiversity. There are imperative ramifications for regional and worldwide sustainability initiatives from the interaction among environmental innovation and organizational behavior (Imran et al., 2021). The idea of eco-friendly innovation emerged from the larger discussion of sustainable development, which emphasized the necessity for businesses to implement eco-friendly works. International accords like the Paris Agreement, which emphasize how urgent it is to switch to sustainable methods, have accelerated this change. Green culture of organization and improved organizational performance are positively correlated, according to empirical investigation, which manifested that companies that implement eco-friendly innovations typically see improvements in stakeholder relations, incorporate engagement, and efficiency. Though previous investigation sheds light on these connections, it frequently ignores the unique complications faced by organizations in the Horn of Africa, where political and socio-economic considerations might make it difficult for them to adopt green ideas (Al Doghan et al., 2022).

Green organizational innovations are found to be impacting organization's action in the Horn of Africa to a very large extent, through the formation of green organizational culture. Updated research shows that 65 percent of organizations are implementing green technology within the region to support sustainability initiatives (Abbas, 2023). This change is primarily due to the growing regulatory requirements and a 30% expansion in the demand for sustainable goods in the course of the last 5 years. Self-assessment tools done on companies that adopted sustainability activities reveal that employees' morale reflects the overall gains of the environmental investments with polls done showing that environmental activity improvement leads to a 40% rise in job satisfaction among employees (Qalati, 2023). Also, those organizations that have deeply imbued green culture enjoy a 25% improved performance, proving the benefits of sustainability. This is a concern to environmental conservation, and places organizations in the Horn of Africa at vanguard of sustainable business practices in addition to promoting a sense of ownership and creativity among the employees (Şengüllendi, 2024).

In this situation, there are several practical complications, such as restricted access to technology, insufficient legal frameworks, and cultural opposition to change. These obstacles may make it more difficult to successfully adopt eco-friendly works, indicating the necessity for specialized strategies that take into account the particular socioeconomic circumstances of the area. Regarding the mediating function of green culture of organization in the Horn of Africa, there is also a imperative investigation gap. Studies that explore the local context are still rare, despite the fact that literature in other areas highlights this

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