


Chapter 14

Driving Green Innovation: The Power of Sustainable Leadership

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ABSTRACT

Businesses are increasingly confronted with growing environmental challenges, making it essential for them to recognize the urgency of adopting sustainable practices. This chapter explores the role of sustainable leadership dimensions, such as coherent diversity, organizational justice, employee development, work-life balance, and an orientation toward progress in fostering green innovation within chemical corporations in Dhofar Governorate, Oman. The quantitative method was used in this chapter, where an electronic survey was distributed to a purposive sample of 124 respondents from two companies in Salalah named OQ Base Industries Company and Raysut Cement Company. Analysis results confirmed the availability of high levels of all sustainable leadership dimensions and green innovation. The significant positive impact of all sustainable leadership dimensions on the green innovation was proven in the examined sample. Theoretical and practical implications and insights were presented at the end of this chapter.

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INTRODUCTION

In today's rapidly evolving business landscape, the integration of sustainability into organizational strategies has become an imperative, rather than a mere option. Sustainable leadership refers to a leadership approach that emphasizes creating long-term value by considering the broader impact of decisions on people, the planet, and profits. Sustainable leaders are committed to fostering ethical, environmentally responsible, and socially inclusive practices within their organizations. Green innovation seeks to reduce negative environmental impacts while advancing technological progress and improving business efficiency. However, fostering green innovation is not just about adopting cutting-edge technologies; it also requires visionary leadership that is committed to environmental, social, and economic sustainability over immediate financial gains (Hussein et al., 2024).

This chapter examines the relationship between sustainable leadership and green innovation, particularly in how sustainable leadership dimensions influence the direction, implementation, and scale of green innovations within organizations (Arici & Uysal, 2022). Specifically, the chapter will focus on chemical industry corporations in Dhofar Governorate, an area that faces unique environmental challenges and opportunities. By analyzing the impact of sustainable leadership practices, the chapter aims to provide insights into how leaders can cultivate an environment conducive to innovation that benefits both the organization and the broader community.

The chapter will be organized into five main sections. The first section introduces the need for studying the intersection of sustainable leadership and green innovation. The second section presents a comprehensive literature review, discussing the key theories, models, and prior research related to sustainable leadership and its impact on green innovation. In the third section, the methodology for the chapter will be outlined, including research design, and data collection methods. The fourth section will present the statistical analysis results, showing how sustainable leadership influences the development of green innovation within the context of the Dhofar region. Finally, the fifth section will provide a discussion of the results and their implications for businesses, policymakers, and sustainability practitioners (Hermundsdottir & Aspelund, 2022).

LITERATURE REVIEW

Organizations need leaders who don't just focus on today's actions but also care deeply about tomorrow. Sustainable leadership is about more than hitting targets; it's about making decisions that consider the bigger picture. Leaders who embrace this mindset understand that their choices ripple far beyond their organization, affecting

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