

Exploring the Relationship Between Green Innovation on Organizational Performance with Mediating Roles of Innovation Orientation at SME's Manufacturing Companies in Selangor

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ABSTRACT

Green innovation is a complex method for resolving environmental concerns, promoting sustainability, and accelerating technological progress. It opens the path for a more sustainable and economically viable future. Green innovation is important in businesses because it preserves the environment by decreasing pollution, conserving energy, and reusing waste. Besides, green innovation practices can assist organization in improving their performance by encouraging them to develop solutions that allow them to use less resources, reduce the likelihood of harm, and generate a carbon footprint within the firm. Previous research revealed that green innovation and organizational performance were positively related. However, these researches did not go further into the relationship between these constructs among manufacturing SMEs in Selangor. Therefore, the purpose of this study is to explore the green innovation on organizational performance among SMEs manufacturing companies in Selangor, Malaysia. The elements of green innovation included is green product innovation, green process innovation and green services innovation. The study also included the mediating variables of innovation orientation. Self-administered questionnaires will be distributed to manufacturing SMEs in Selangor using purposive sampling approaches. The findings are expected to address the particular difficulties and possibilities that SMEs in Malaysia confront, which are critical to their long-term growth and competitiveness in both domestic and global markets. The research's personalized strategy attempts to improve these organizations' strategic capabilities by encouraging innovation, efficiency, and resilience. Therefore, developing a bespoke framework based on these insights could lead to more effective policies and support mechanisms, hence promoting Malaysia's economic progress and prosperity.

Keywords: Green Innovation, Green Product Innovation, Green Process Innovation, Organizational Performance, Innovation Orientation

