

Introduction

by Student User

Submission date: 10-Oct-2018 07:00PM (UTC+0400)

Submission ID: 1017386091

File name: RES605_SEP2018_72938879_1079623365_Introduction.docx

Word count: 882

Character count: 5546



The Impacts ¹ of Sustainability-Oriented Innovation Practices on the Overall
Organizational ² Performance in UAE

By Amel Bettayeb

Student's ID: 20181366

Class: Quantitative Methods

Introduction

Background of the research

Corporate sustainability is the current focus on the field of management literature the main areas of focus being corporate social sustainability (CSR), corporate environmentalism, a business case for sustainability and other company's specific sustainability initiatives (Amini & Bienstock 2014). Most of the firms usually face challenges in making precise decisions since they need to take into account legal and moral responsibilities which are necessary and also need to ensure sustainable economic success. The achievement of corporate sustainability lies on the hands of the managers since they are required to keep an eye on the global and local communities. Hence it is via them that the progress of corporate sustainability can be tracked down (Farndale et al. 2018). Since time in memorial, organizations have greatly been in need of sustainable development initiatives and actions. In the current world, every firm is working up and down to achieve these aspects. Therefore, a sustainable organization is one that simultaneously delivers ¹ the so-called triple bottom line that is environmental, social and economic benefits hence contributing to sustainable development (McDonnell, King & Soule 2015).

¹ In the past few years, more interest has been put in the literature to empirically and theoretically determine the major emerging topics of sustainability-oriented innovation. Sustainability-oriented innovation brings the emergence of ¹ a question of the sustainable goals which can be effectively created by pursuing sustainability-oriented activities. According to Adams, et al. (2016), most businesses and firms face the challenge of developing innovative strategies that could help in precise response to the expectations and needs of the wide number of stakeholders while still being able to make justification of the economic rationale behind the sustainability initiatives. Several kinds of research have even gone a further step to make a suggestion that the development of ¹ competencies that would foster innovation for sustainable

development would be perceived as the basis of competitiveness (Neutzling, et al. 2018). In reality, the competencies would greatly help firms to offer services and products which would help in creating value for customers and generating new products and services hence being able to adapt the dynamic environment faster than their competitors.

Statement of the Problem

Previous studies have been able to empirically explore the links between sustainability performance and sustainability-oriented innovations. Also, links between market performance and eco-innovation have been explored. However, despite the different exploration, the relationship between sustainability-oriented innovation practices and the larger aspect of organizational performance remains rather unclear. In order to fill this identified research gap, this study made a proposition of a novel construct- sustainability-oriented innovations practices (Maletic, et al. 2015). The research also developed a research framework to make further discussions of the impacts of these practices on organizational performance. The study is majorly focused on broadening the understanding of performance implications of the sustainability-oriented innovation practices. The research also wants to increase the generalization of other past research in the name of reviewing all relevant literature which would be done by making a presentation of the theoretical framework of sustainability-oriented innovation practices plus making presentation and discussions of the results of a large-scale empirical study (Farndale, et al. 2018). By empirically making investigations of the performance benefits of firms' activities which are only directed towards sustainability innovation, this research adds greatly to the emerging dialogue on Corporate Responsibility.

Aims and Objectives of the Research

The general objective of the study was to investigate the impacts of sustainability-oriented innovation practices on the overall organizational performance in UAE. However, the study has some specific objectives which were;

- i. To examine the impacts of the Product deployment and Sustainability-oriented process on economic performance.
- ii. To examine the impacts of the Product deployment and Sustainability-oriented process on quality performance.
- iii. To examine the impacts of the Product deployment and Sustainability-oriented process on innovation performance.
- iv. To examine the impacts of the Product deployment and Sustainability-oriented process on environmental performance.
- v. To examine the impacts of the Product deployment and Sustainability-oriented process on social performance.
- vi. To investigate the impact of sustainability-oriented innovation competences deployment on economic performance.
- vii. To investigate the impact of sustainability-oriented innovation competences deployment on quality performance.
- viii. To investigate the impact of sustainability-oriented innovation competences deployment on innovation performance.
- ix. To investigate the impact of sustainability-oriented innovation competences deployment on environmental performance.
- x. To investigate the impact of sustainability-oriented innovation competences deployment on social performance.

Relevance and Importance of the Research

The study helps organizations and businesses to trace the benefits that they can accrue from the integration of sustainability aspects in their processes and products. The study also is relevant to all other scholars and researchers who need to explore the corporate sustainability field since it provides them with a clear background of sustainability-oriented innovations. Also, individuals interested in investing in different businesses will benefit from this study since they will scope more knowledge on how sustainability-oriented innovations would impact their businesses. The already existing organizations also have a better chance of improving their profits and performance through the utilization of this study. The research is also important to firms' regulators since they will be able to allow them to explore corporate sustainability to enhance their performance.

Introduction

ORIGINALITY REPORT

22%

SIMILARITY INDEX

0%

INTERNET SOURCES

21%

PUBLICATIONS

1%

STUDENT PAPERS

PRIMARY SOURCES

1

Maletič, Matjaž, Damjan Maletič, Jens J. Dahlgaard, Su Mi Dahlgaard-Park, and Boštjan Gomišček. "Effect of sustainability-oriented innovation practices on the overall organisational performance: an empirical examination", Total Quality Management & Business Excellence, 2015.

Publication

21%

2

Submitted to British University In Dubai

Student Paper

1%

Exclude quotes Off

Exclude bibliography Off

Exclude matches Off