Do green product and process innovation influence sustainable performance?

In recent years, there has been a worldwide rise in environmental awareness, which has led to a surge in interest in the development of green products and processes innovation as research topics. Some of the researchers concentrated on green products innovation, while others looked into developing green processes innovation. However, there is a need for more clarity regarding the role that green products and process innovation play in achieving sustainable performance. According to the findings of this study, sustainable performance can be broken down into three categories: environmental performance, social performance, and economic performance. In addition, six hypotheses were developed in order to determine whether or not green products and processes innovation have beneficial effects on the aforementioned three facets of sustainable performance. The study expected a positive influence on environmental performance, social performance, and economic performance as a result of green product innovation and green process innovation. In addition, this makes it significant for businesses to innovate green products and green processes in the years to come.

Keywords: green product innovation, green process innovation, sustainable performance