

## GESTIÓN DE LA INNOVACIÓN I

**Martes, 29/06/ 2021: 8:30 - 10:00**

*Presidenta de la sesión: María Dolores Alejo Ruiz*

### ORGANIZATIONAL AGILITY, ENVIRONMENTAL KNOWLEDGE AND GREEN PRODUCT SUCCESS

**José Rabal Conesa, Daniel Jiménez Jiménez, Micaela Martínez Costa**

Universidad de Murcia

*Relatora: Silvia Donis Martínez*

- Objectives: The main objective of this study is to analyse the effect of organizational agility on environmental knowledge as an instrument to successfully develop eco-innovation.
- Theoretical framework: The necessary orientation towards sustainability invites companies to develop new green products that respect the environment and provide competitive advantages. Traditionally, new knowledge has become an essential element in every innovation process. In this article, we argue that organizational agility could enhance organizations to acquire new environmental insights that provide new insights for developing green products. The mediation of environmental knowledge and the complementarity of internal and external knowledge are the main arguments of this study.
- Methodology: The study used a cross-sectional design to collect data on the study variables from a sample of Spanish manufacturing organizations. Structural equations with PLS were used to test hypotheses.
- Results / implications: Organizational agility has a significant association with internal and external environmental knowledge. Internal environmental knowledge positively moderates the effect of external knowledge on the success of organic products. Innovation companies must provide organizational agility practices that promote environmental awareness for the success of new products.

### THE DETERMINANTS OF ECO-INNOVATIONS AT THE COUNTRY LEVEL. AN ANALYSIS FOR OECD COUNTRIES

**Silvia Donis Martínez, Jaime Gómez Villascuerna, Idana Salazar Terreros**

Universidad de La Rioja, España

*Relatora: Aurore DARMANDIEU*

The main object of this paper is to study the determinants of eco-innovations worldwide. The rising world's temperature and the increase of natural disasters occurred in most recent years have increased the concerns about the sustainability of the economic activity. In this regard, ecological innovation has been gaining a special relevance in the past years. Despite this, countries are heterogeneous in terms of green patent activity. This provides us with an opportunity to understand its determinants and to offer a guidance on how to act for both, firms and governments. The study moves into this direction and tries to understand the institutional factors that would explain differences between countries regarding the number of eco-innovations. We test our hypotheses on data collected from PATSTAT. In particular, the study focuses on the green patent activity in countries belonging to the OECD for the period 2007-2015. The emphasis is placed on institutional factors and the results show that intellectual property rights, the effectiveness of the judicial system and protectionism are determining factors of eco-innovations.

### ENVIRONMENTAL ENTREPRENEURIAL ORIENTATION AND GREEN HUMAN RESOURCE MANAGEMENT AS ANTECEDENTS OF ECO-INNOVATION LEADERSHIP

**Ana Labella Fernández<sup>1</sup>, Diego Vázquez Brust<sup>2</sup>, Javier Martínez del Río<sup>1</sup>, Rui Yang<sup>2</sup>**

<sup>1</sup>Universidad de Almería, España; <sup>2</sup>University of Portsmouth, United Kingdom

*Relator: Jose Rabal Conesa*

Research in Eco-innovation has been steadily growing, but there are still many outstanding gaps in current understanding of factors influencing Eco-innovation. Our research looks at the role of human agency in Eco-innovation leadership. We draw in literatures in Environmental Entrepreneurship and Green Human Resources Management (GHRM) to articulate a theoretical framework conceptualizing econ-innovation as the confluence of top-down and bottom-up human agency. More specifically, we propose that a top-down factor - top managers environmental entrepreneurial orientation (EEO) – will be strongly related to Eco-innovation leadership and that GHRM mediates the influence of EEO in eco-innovation leadership. GHRM includes green human resource management practices that foster bottom-up processes of engagement of employees with environmental innovation (recruitment, training, appraisal, rewards) and green human resources practices that support an organizational climate that values environmental protection (culture and communication). We test our hypothesis using Structural Equation Modelling and primary data collected with two surveys in Spain. Our research contributes to innovation literature highlighting the key role played by entrepreneurial orientation and human resource management practices in Eco-innovation.

### CIRCULARITY IN PROCESSES AND REDUCTION OF PRODUCTION COSTS IN EUROPEAN SMES: THE MODERATING EFFECTS OF ECO-INNOVATIVENESS AND GREEN JOBS

**Aurore DARMANDIEU<sup>1</sup>, Concepción GARCÉS-AYERBE<sup>2</sup>, Antoine RENUCCI<sup>1</sup>, Pilar RIVERA-TORRES<sup>2</sup>**

<sup>1</sup>ECM-LIREM, Univ Pau & Pays Adour, E2S-UPPA FR-64100 Bayonne, France; <sup>2</sup>Faculty of Economics and Business, University of Zaragoza, Spain

*Relatora: Ana Labella Fernández*

