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The Study Effect of Green Organizational Identity on Green Innovation

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ABSTRACT

This study investigates to effect of green organizational identity on green innovation performance. Besides, the study investigates the effects that both environmental commitment and environmental organizational legitimacy mediate between green organizational identity and green innovation performance. This research in the light of purpose is applicable type and in the viewpoint of method is descriptive and of correlation, in which library studies. The statistical community of this research are 80 person of top and middle manager and employee of sazegostar Company that it was choiced in total number and questionnaire distributions have been used for collecting data. The questionnaire has 39 questions and we use of supervisors and specialists and management experts for validity. Also the reliability by the total Cronbach's α measurement was equal to 0.81. The analysis results confirm that green organizational identity would positively affect green innovation performance. In summing up and conclusions claimed that, green organizational identity could positively influence green innovation performance indirectly via environmental commitment and environmental organizational legitimacy. Firms should increase their green organizational identity, environmental commitment, and environmental organizational legitimacy to enhance their green innovation performance.

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INTRODUCTION

Environmental Commitment is an activity which is as a kind of organizational practices, often with a strong sense of urgency consider the environment stimulate. Corporate identities cannot only affect members' actions but a frame of reference to guide the interpretation of strategic issues and the management of organizational identity has been shaped by the thinking of management in an organization. If environmental issues into the mainstream of organizational identity within the organization become they can be seen as a positive concept and can encourage the members to commit more activities [1].

When environmental issues became an important part of corporate identity, environmental management problem that is ignored [2]. In this method, the problem can be seen as an integral logic and legitimacy of the organizational identity [3] Here, according to Massey (2001) about a core concept of organization is that the legitimacy environment, refer and specifies how an organization's environmental objectives and activities with a system of norms, beliefs and values that are widely shared environment that companies have been successful. Organizational identity can go through a similar identity, organizational legitimacy is produced. Moreover organizational identity can use two types of processes of social change that involves shaping the identity and similarity, affect organizational legitimacy [4].

On the other hand, companies can green innovation to enhance their environmental performance, in order to implement the requirements of environmental protection in the world to operate [5] Identity can facilitate greater integration of innovation, combined with their different knowledge structures [6] In addition, companies can use the recombination of existing knowledge to generate new ideas that are useful and practical, stimulate innovation [7] Organizational identity formation in the innovation process can increase the performance of innovation [8] Organizational members can be identified by the uniform for the relationship between new technologies and customer needs and find creative ways to stimulate innovation are excellent [9].

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Due to the growing tendency of companies to understand the customers' use of ecological systems and compliance or non-compliance with regard to environmental issues by companies that comply searches, no samples have similar effects on other components of the study was to measure found, the researcher decided to explore the concept of green organizational identity and its impact on innovation performance of the organization's green.

There are two main environments - environmental regulations and consumer environments - industrial competitiveness in the world have changed the patterns [10] This is essential not only for companies that dynamic strategies to manage the environment to operate, it is important to business models and assumptions used by management to stimulate green innovation opportunities in green and environmental change. The company's main shareholders, including consumers and employees understand the importance of environmental issues and they were responsible companies that boycotted the work environment. Successful companies like 3M and Body Shop's environmental management as part of strategic planning processes and integrate green concepts are considered in their usual activities. As a result, green management has become a critical business operation. Hence, a new green business management concepts, including green production, green marketing, green accounting, green innovation, green design and ... to assist companies to obtain environmental opportunities have been created.

Many opponents say the environmental management firms, investment unnecessary and unimportant, and they think that the company is not useful for performance management is a mistake.

However, Chen *et al* [11] argue that industrial pollution is the result of inefficient use of resources and management of leading companies in the green innovations that are many benefits to gain of the strategy is explain the allows different to enhance their green image used to obtain competitive advantages. Organizational identity as a general framework understanding a handful of organizations considered that can influence the actions of its members.

When thinking of the environment is an integral part of organizational identity becomes harder to ignore environmental issues in organizations, so that the organization may be an integral part of the social responsibility begins. It is thought that interpretation of environmental management to an organization's environmental strategy is affected, in addition, organizational factors such as organizational legitimacy, identity issues, environment, green, impressed the management commentary [2].

Our new concepts of green organizational identity management, the environment look up companies to increase the use of green innovation and help environmental trends. Green corporate is a plan about identity of an environmental management to provide semantics for the behavior of its members.

Although Chen suggested that the concept of green organizational identity organizational identity on the effects of green on green innovation performance, previous research there. In order to fill the research gap we have a framework given the green organizational identity to explore the positive effects of green organizational identity green innovation performance and discuss the role of mediator environmental commitment and consider the legitimacy of the organization.

Finally, given the importance of the topic due to the growing concern for the environment and green products in modern society and the role of green organizational identity research aims at improving consumer confidence, which the question is what effect on the performance of green innovation and Green organizational identity?

To investigate the effect of green organizational identity on green innovation performance, with emphasis on the role of mediator in the company's environmental commitment and legitimacy Sazehgostar Company.

2. The research literature:

2.1. Theoretical background:

2.1.1. Corporate Identity:

There is little consensus on the meaning and definition of organizational identity. Organizational identity consists of those features that the main characteristics of the organization fee organization have unique features that characterize the disease and are relatively stable over time. In other words, when the past, present and future of the common characteristics of those organizations those are the most important, enduring and diverse characteristics are considered, the identity of the form. About organizational identity is and why it is important Several studies have been conducted but the process of the emergence of this phenomenon and its evolution over time, there is a lot of information. Organizational identity is not within a fixed, stable and not static, but a pattern of beliefs, values and feelings that specific interaction between people and their environment in the context of organizational culture will be formed. Therefore, factors such as gender, race, nationality and identity from the perspective of organizational diversity will have a positive or negative effect of exposure can have on organizational performance. Although so far the top of the organizational identity, gender and race or variety is definitely not a word. But researchers have suggested that a plurality of employees in organizations that benefit from different forms of organizational identity of these groups to be studied and evaluated separately The debate surrounding the concept of identity in organizational studies raised the organizational identity the perceptions,

feelings and thoughts of members of the show and plural includes the common understanding is that the answer to the question "Who are we as an organization?" will be achieved. Collected indicates that is included and shared understanding, sharing visual feature (i.e. a summary of the perceptions and beliefs of members of corporate identity) or species of property "gestalt" that arises from the activities of the group. states that the term used to describe some features of the organizational identity as a central collection and can be used to describe self which defines the relationship between the individual and the organization.

At the end of green organizational identity is an interpretive model that managers and Members of their choice in the management of the environment [12] Green organizational identity is a plan about management environment to provide semantics for the behavior of its members [2]

2.1.2. Environmental Commitment:

It refers to the company that carries out its activities with respect to the environment [13]. Managers are more likely to pay attention to the commitment, because the environment is increasing recognition. Commitment to the environment is as resources and efforts that a company invests in management and protection of the environment. Commitments to the work that as a kind of organizational practices, often with a strong sense of urgency consider the environment stimulate. Organizational identity can not only affect the actions of its members, but a frame of reference to guide the interpretation of strategic issues management and so the idea of organizational identity has been shaped by an organization's management. If environmental issues into the mainstream of organizational identity within the organization become they can be seen as a positive concept and can encourage the members to greater engagement activities. The company to obtain social support, environmental commitment, action is essential. Corporate commitment to environmental issues is often influenced by the shareholders. As an effective work environment, commitment to green initiatives and strategies to stimulate the corporate environment, it is useful [14].

2.1.3 The legitimacy of the enterprise environment:

Dowling and Pfeffer [15], the legitimacy of the enterprise as part of the activities of an organization which is in agreement with the values defined. In other words, organizational legitimacy refers to the degree of correlation between the activities of an organization and related norms, beliefs, values and expectations of its shareholders. As a powerful cognitive design, organizational identity can have a significant impact to interpret and organizational measures [16] When environmental issues became an important part of corporate identity, environmental management, it is difficult to ignore. In this way, issues of environment can be considered as an integral logic and legitimacy of the corporate identity. Here on an original concept organization, which has the same legitimacy, we note specifies how an organization's environmental objectives and activities with a system of norms, beliefs and values of the environment the company is widely shared is successful. Organizational identity can go through a similar identity, organizational legitimacy is produced. Moreover organizational identity can make use of two types of processes of social change which includes forming and similarity identity, organizational legitimacy affect interactions between organizations and their shareholders is not only important for the survival of the organization it is also important for the legitimacy of their organization, research shows that powerful forces, foreign companies have to comply with norms, and expectations that environmental laws. The legitimacy of the enterprise organization can expect to achieve congruence between the companies and help the environment. According to institutional theory, legitimacy is crucial for long term success of the company, the legitimacy of the enterprise is positively correlated with organizational performance. The company's main objective is always to maximize its profits, but legitimate finding is consistent with external factors [3].

2.1.4. Green Marketing:

Green marketing strategic efforts to offer eco-friendly products to customers. Green marketing approach has been well received in numerous countries and the costs associated with environmental marketers are trying to buy into the process of decision makings. By definition, the green marketing includes all activities designed to simplify the creation and exchange of any convention is with minimum harm to the environment to meet the needs and aspirations of their people. Guided by the needs and desires of consumers in different markets that are least harmful to the environment in some way associated with the market are the social responsibilities. Organizations to consider when designing products besides putting green criteria desired by consumers, the roles and have different effects in different markets these products will perform well, pay attention. In some markets, such as cleaning products and paper products for the changes that occur in response to environmental challenges is very wide, but in some other markets such as financial services and computer, change is somewhat limited. Measuring and understanding the relative performance of the products with respect to environmental matters, because the marketing function may well lead to a competitive advantage is not a product in a particular market, but admittedly poor performance can create a strategic risk resulting from weak competition. Consequently, multi-dimensional analysis of the environmental performance of products is required, because many factors which affected the in direct relation to competitors' products. The green consumer, not only as a

critical issue, but as a long-term process that reflects changing social values, is striking. Unfortunately, most people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics; words such as phosphate-free, recyclable and compatible with ozone layer where consumers are often linked to the green marketing while these words are only signs of green marketing. In general green marketing is a much wider concept that can be used in consumer goods, technology or services to be applied. Green Marketing to develop pricing, promotion and distribution of products, mucosa that do not harm the environment .Salmon and Stuart are defined green marketing: a marketing strategy that is detectable by creating environmental benefits based on what the customer is expected to support of the. In 1976 the American Marketing Association, green marketing is defined as positive and negative aspects of marketing study on pollution and reduce energy and other resources. However, it should be stated that this definition is not exhaustive and should be expressed in a more comprehensive definition. Green marketing Plonsky defined Green or Environmental Marketing consists of all activities that facilitate exchanges are designed to satisfy human needs and desires so that these satisfy the demand with minimum impact on the environment are harmful and destructive. The important thing that should be mentioned is that Green marketing should be stated not that it does less damage to the environment does not damage the environment.

2.1.5. Green Innovation:

Chen *et al* [11] as hardware or software innovation, green technology innovation is defined the green product or process of innovation in technology, such as energy saving, waste recycling, green product design or corporate environmental management. The definition of green innovation in the literature, the paper then concludes a new ecological approach, idea, and product, process or service concern to minimize negative environmental impacts and also provides product differentiation among competitors developed. Green innovation is classified into four types of innovation, including product innovation, process innovation, and management innovation and marketing innovation, green innovation to boost the performance of environmental management in order to comply with environmental regulations is classified.

Green innovation in product life cycle assessment, including modify product design process in order to reduce negative impacts on the environment. Senior management support is a key factor in the successful implementation of green innovation. In addition, green building practices as one of the key elements of success. Needs of green building practices, while achieving the goals of quality and safety, including six components: construction management, environmental protection, conservation and use of materials, water use efficiency, energy saving and use, saving earth and its supporting green can practice environmental management is to satisfy the requirements of environmental protection. Development of green innovation can not only meet environmental regulations, but does not create barriers for other competitors [5] Companies must change their strategy and operations so that they comply with environmental compliance process. Green innovation can improve enterprise value, and thus offset the costs of environmental improvements. Finally, the sources of green innovation can increase productivity and competitive advantage to be followed The company can gain competitive advantage through green product innovation [5] On the other side of the green innovation companies can reduce costs. Highlight three characteristics of environmental innovation include the following: First, companies with the introduction of this innovation, which is different to the market or the world. The news can also increase the innovation environment, for example, the adoption of new energy-saving technologies. Secondly, an innovation has a positive effect on the environment. Finally, it should be environmentally friendly in comparison to the alternative, for example, energy saving lamps, compared to conventional bulbs.

2.2. Empirical research:

Table 1: Summary of Completed Research.

Researcher name	Research year	Research title	result
Stanley Kam Singh, Wong	2012	Green product, green product competitive effects on innovation success	Came to the conclusion that green product innovation and green process innovation on competitive advantage of green products and green affect new product success.
Yushung Chen <i>et al</i>	2012	The Green Innovation, Green Innovation is the difference between active and reactive	come to the conclusion that the environment leading, culture, environment, environmental capacity, environmental regulations on green innovation affects active and reactive.
Maha Mourad and Yasser Serag Eldin Ahmed	2012	Understand the green market innovator in the emerging market	In this study, the concept of green marketing, green branding and green deals content. And concluded that green brand image, green trust, green consciousness, green satisfaction, income, age affects consumers prefer green brand.
Yushung Chen	2011	Green organizational identity: Sources and Consequences	In this research deals with the concept of Green organizational identity. Concluded that environmental and organizational culture and leadership on the environment and green organizational identityorganizational identityand your competitive advantage is green influences on competitive advantage.
Habib alla Doaei		Green marketing is a way to	The study explains that if one imagined that one day, in

	1385	sustainable competitive	addition to profitable marketing and sales, also is concerned about the health of the consumer. The dynamics of intense competition and increasing concern for the environment as well as government regulations and increasing consumer awareness, companies that have the physical and mental health and cleanliness of the environment, consumers are also contemplating.
Hosein Mahlooji <i>et al.</i>	1387	The impact organizational social responsibility on firms' innovation	The study explains the social responsibility of firms in the steel industry has made a huge impact on innovation in the industry and to study the dynamic interaction between a firm's social responsibility, organizational learning and organizational innovation pays.
Gholi poor <i>et al.</i>	1390	Check inside and outside the organization to explain the factors affecting organizational construction of identity in state agencies	The results of this study suggest a positive relationship significant attention to the media, the external image of the organization's top management, human resource management and organizational communication within the organizational identity.
Arezoo Nakhaei and Bahram Kheiri	1391	Effect of Selected Factors dance purchasing green products	In this study concluded that consumers' environmental knowledge, previous experiences of consumers about green products, the effect of shifting consumer perceptions, attitudes concerning marketing communications, marketing communications activities affect their intention to buy green.

Source: compiled by researchers

3. Development of hypotheses and conceptual model:

This conceptual model outlined in Figure 1 is shown.

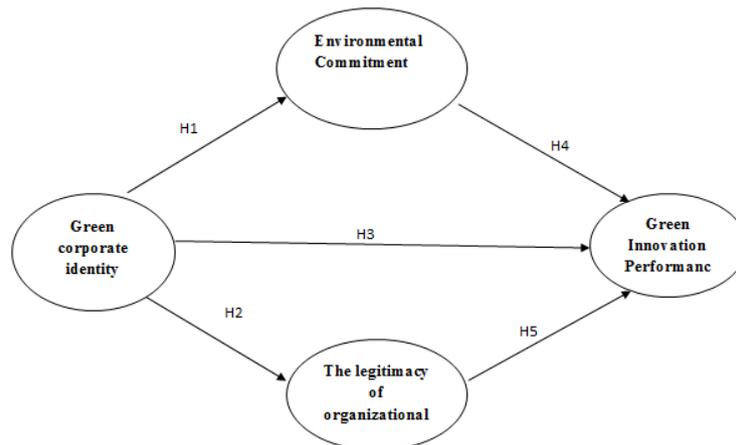


Fig. 1: Conceptual model of research (Source: Chang and Chen, 2013)

Research hypotheses:

The main hypothesis and sub-hypothesis research 5 as follows:

The main hypothesis:

It looks like a green organizational identity on green innovation performance of companies based in *Sazehgostar* Company impact.

Subsidiary Hypothesis:

Hypothesis 1: It looks like a green organizational identity in the company's environmental commitment affects based in *Sazehgostar* Company impact.

Hypothesis 2: It looks like a green organizational identity corporate environmental legitimacy on based in *Sazehgostar* Company impact.

Hypothesis 3: Organizational identity looks green on green innovation performance of companies based in based in *Sazehgostar* Company impact.

Hypothesis 4: It seems that environmental commitment to green innovation performance of companies based in *Sazehgostar* Company impact.

Hypothesis 5: The legitimacy of the enterprise environment looks green innovation performance of companies based in *Sazehgostar* Company impact.

4. Research Methodology:

The purpose of the study, descriptive survey method is applied. The statistical population of research staff is the entire industrial Abadeh town to 80 people. Due to the limitation of population, the sample size was considered statistically significant. Questionnaire was used to collect field data. The questionnaire used in this study consisted of two parts of demographic questions (gender, education level, age, and organizational position) and specialized questions. The questionnaire consists of 39 questions using a Likert scale as desired is designed. To increase the validity of the questionnaire in terms of academics and experts in the organization is concerned. Also to calculate the reliability measure of internal consistency with Cronbach's alpha was calculated. Cronbach's alpha in this study is within acceptable range ($0.81 = \alpha$). Table 1 shows the Cronbach's alpha coefficients for each of the dimensions of the measurement tool.

Table 1: Cronbach's alpha coefficient.

Factor / variable	Cronbach alpha
Green organizational identity	.80
Environmental Commitment	.84
Environmental legitimacy	.79
Green Innovation Performance	.81
Total	.81

To analyze the data in addition to using descriptive statistics and measure a number of indicators and the scatter toward the center of the correlation (regression analysis) using SPSS software was used. In order to evaluate claims about the distribution of a quantitative variable using the Kolmogorov - Smirnov (KS) was used. The test results showed that all of the samples follow a normal distribution moved.

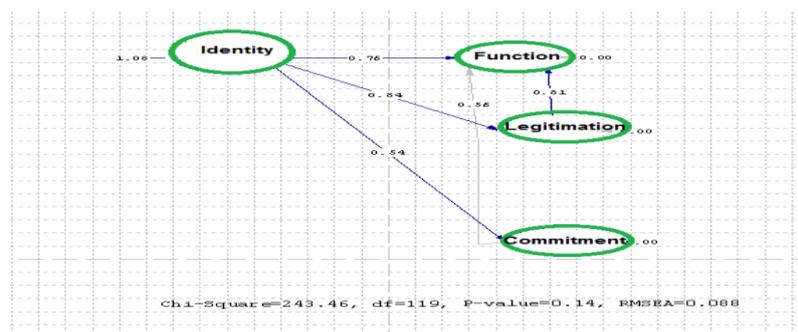
5. Data Analysis and Findings:

Correlation test results are summarized in Table 2 are presented.

Table 2: Research hypothesis test results.

Number of theory	Hypothesis	Meaningful level	The correlation coefficient(r)	result
The main hypothesis	Green organizational identity influence on green innovation performance of companies based in the <i>Sazehgostar</i> Company70	Confirmation
Sub 1	Green organizational identity influence on environmental commitment performance of companies based in the in <i>Sazehgostar</i> Company54	Confirmation
Sub 2	Green organizational identity influence on environmental legitimation performance of companies based in the <i>Sazehgostar</i> Company84	Confirmation
Sub 3	Green organizational identity influence on Green Innovation Performance of companies based in the in the <i>Sazehgostar</i> Company76	Confirmation
Sub-4	Environmental commitment influences on green innovation performance in the companies based in the <i>Sazehgostar</i> Company81	Confirmation
Sub 5	The legitimacy of the enterprise environment influences on green innovation performance in the companies based in the <i>Sazehgostar</i> Company56	Confirmation

The research model to determine the true or false LISREL software was used. In this section we try to the research model and its components are analyzed separately using Lisrel model we study draws and then perform operations on the model, we found the following results where relationships between variables and constants, each of which is provided.



The results of the research conceptual model:

This path is shown in figure. The main question raised is whether the model, the model is appropriate? To answer this question we must statistic / df and other criteria considered appropriate model. According to the LISREL output value / df is calculated as 1/2 of the presence / df represents the goodness of fit of the model is low. Because the value / df is less, the proposed model is an appropriate model according to which the following results are obtained from the output of LISREL software.

$$0/08 = \text{RMSEA} \ \& \ 0/14 = \text{Value - p} \ \& \ 2/04 = \frac{\chi^2}{df}$$

Amount of Value - p more than the standard significance level (5% = α) is therefore proposed model is an appropriate model.

Structural equation models for evaluating the suitability of several indicators that are used in this research include: root mean square error of approximation, goodness of fit index, adjusted goodness of fit index. The results of these parameters are summarized in Table 3.

The root mean square error of approximation for the good times is / 05 or less. Models for which the index is / 1 or more have poor fit. This index can be used to calculate the confidence interval. Ideal that the lower confidence interval is very close to zero and the upper limit is not very large. As it can be seen in this model RMSEA is / 09 that can be said are in good condition.

The GFI and AGF are closer to a better model fit to the data. In this model, two markers respectively 94/91 and which indicates a good fit of the model.

Table 3: Indicators of good fitness model.

Index Title	Amount of standard index	Index value in the model	CONCLUSION
$\frac{\chi^2}{df}$	Almost 2	2/04	Model is appropriate
P_Value	More than 0/05	0/14	Model is appropriate
GFI	More than 0/9	0/94	Model is almost appropriate
AGFI	More than 0/9	0/91	Model is appropriate
RMSEA	Less than 0/1	0/08	Model is appropriate
CFI	More than 0/9	0/92	Model is appropriate
NFI	More than 0/9	0/88	Model is appropriate

According to the data in the table above it can be concluded that the model fit is good.

6. Discussion and conclusions:

The results indicate that green organizational identity direct positive effect on yield of green innovation. Moreover, green organizational identity can affect performance indirectly through the mediation of green innovation: Environmental commitment and the positive impact of the organization's legitimacy. Therefore, the experimental results not only demonstrate that Green innovation is the effect on yield of Green organizational identity, it proves that both environmental commitment and corporate environmental legitimacy of the intermediate part between corporate identity, green and green innovation performance. Therefore, we propose that green companies to enhance their corporate identity, green and green innovation performance. Therefore, we propose that green companies to enhance their corporate identity, environmental commitment, and the legitimacy of the organization to improve their green innovation performance.

The results indicate that:

The activities related to organizational identity to be considered green, environmental commitment increases. The findings indicate that a significant relationship between environmental commitment and green organizational identity that studies McAllister and Studlar [13], Sharma [1] is consistent.

The activities related to organizational identity to be considered green, environmental legitimacy of the enterprise increases. Analysis has shown that the green organizational identity and legitimacy of the enterprise environment, there is a significant relationship and compare the results with the theory of Chen [2], Suchman [17], Massey [18], Pedersen and Dobbins [19] are in one direction.

The activities related to organizational identity to be considered green, organizational innovation performance increases. According to the data, the green organizational identity there is a green innovation performance, which concluded with Research of Sethi [8], Ancona and Caldwell [7], Benet Martinez *et al* [6], Dugerty [9] are in line.

The activities related to further consider the environmental commitment, organizational innovation performance increases. Based on the results of environmental commitment to green innovation performance, there was a significant relationship. The results of this theory with the results of studies of Henriques and Sadorsky (1999), Keogh and Plonksy [14], Lazonick and Prencipe [20], Richey *et al* [21], Waters [22] are in one direction.

The legitimacy of the enterprise environment-related activities to be considered further, organizational innovation performance increases. According to research, the institutional legitimacy environment there is a green innovation performance. The results of the study by Sharma *et al* [3], Kostova and Zaheer [23], Thomas [24], Scott [25], Massey [18] are in line.

In this study, we noted that by focusing on areas of innovation within companies, industries and jurisdictions can provide important insights into the combined effect of environmental regulations and the manufacturer or particular innovation benefits consumers. We see this research beyond the focus too much on whether environmental regulations have but also an innovation that is compatible and beneficial to the environment to promote. It alerts us to the complex conditions that certain types of regulations have led to certain types of innovation environment.

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