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# Enhancing green innovation performance: the impact of green entrepreneurial orientation and green dynamic capability

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**ABSTRACT**

This research explores the importance of green entrepreneurial orientation and green dynamic capabilities in driving green innovation performance in the context of Indonesia's waste management challenges. Through a systematic literature review, this research examines the interaction between these variables and their influence on environmental innovation. The results show that green entrepreneurial orientation has an impact on green dynamic capabilities. Green entrepreneurial orientation plays a key role in strengthening firms' green dynamic capabilities with a focus on environmental sustainability. Furthermore, green entrepreneurial orientation affects green innovation performance. By prioritizing sustainability as one of the main objectives, firms are directed to find business-effective solutions that also consider their impact on the environment. In addition, green dynamic capability orientation affects green innovation performance. Green dynamic capability orientation, which includes a firm's ability to manage change, learn from its environment, and adapt to create environmentally sustainable value, has a significant impact on green innovation performance.



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# INTRODUCTION

Indonesia positions moment among 20 nations with the most noteworthy levels of fumbled plastic squanders, contributing 10.1% to the worldwide add. Despite the Indonesian government's endeavors to decrease plastic squandering through nearby directions forbidding plastic shopping packs, critical comes about have however to be accomplished. The state of squandered administration in Indonesia is concerning, highlighted by five primary issues. Firstly, the squander administration capacity of nearby governments remains moo, with as it were 32% of squander being overseen legitimately and 55.56% of landfill operations still practicing open dumping. Furthermore, open impassion towards squandering is alarmingly tall at 72%, according to a 2021 BPS overview. Thirdly, there has been an exceptional increment in plastic squander composition, from 9% in 1995 to 16% in 2016. Fourthly, the Expanded Maker Duty (EPR) has not ended up being

a compulsory hone. In conclusion, law authorization related to squandered administration isn't ideal.

In this setting, innovation plays a pivotal part in making successful and productive arrangements for diminishing, reusing, and superior overseeing squander. Neighborhood governments must guarantee that staff included in the Zero Squander program get satisfactory preparation and get it the program's destinations and forms. The operational handle ought to envelop all steps from squander collection, partition, and treatment, to the last transfer, outlined to guarantee effectiveness and maintainability. This incorporates arranging squander collection courses, building up viable squander isolation frameworks, and utilizing fitting treatment advances. A satisfactory framework, such as squander treatment offices, transitory capacity regions, and productive transportation frameworks, is basic to bolster the Zero Squander program.

Natural development has developed as a key issue in advanced commerce hones due to a few variables. These incorporate developing concerns approximately natural issues provoking businesses to require duty, expanded open mindfulness in reaction to natural debasement and worldwide warming, organizational inspirations for execution, notoriety, and competitiveness through green hones, and a worldview move towards receiving green or eco-innovation. This move reflects a move from a human-centric see of humans thriving to an ecocentric mindfulness that people are portion of the biological system.

Entrepreneurial introduction is considered a key capability for organizations to require dangers in recognizing and abusing advertising openings. In an environmental setting, green business enterprise addresses natural issues at the core of business activities to pick up a competitive advantage. This is often progressively important as natural and environmental concerns ended up central to inventive commerce forms.

Indonesia must concretely receive maintainable advancement and create a green economy that depends on asset proficiency and an ecologically inviting financial structure. Usually vital since the natural column of Indonesia's green economy has not advanced as much as the social and financial columns. The nonattendance of standardized natural pointers coordinates into financial and social columns encourages hampers' advance. Maintainable advancement, characterized as assembly show needs without compromising the capacity of future eras to meet theirs, must adjust economic, social, and natural measurements.

The compelling community association is basic for economic advancement victory. This incorporates the parts of organizational administration or natural cadres in raising mindfulness, natural administration, and the advancement of community-based financial exercises. Sharing natural experiences and information among pioneers, cadres, and community individuals is basic in upgrading mindfulness, inspiration, and natural administration capabilities. The part of cadres as operators of change, developed by the city government since 2005, points to overcoming the impediments of exorbitant and challenging ecologically neighborly hones. Sharing green information in hone can streamline and economize resources, reduce waste, ensure environmental well-being, and synergize characteristic and built situations towards maintainable green economy improvement.

This inquiry propels the hypothetical understanding of green advancement by joining green entrepreneurial introduction and green energetic capabilities, advertising a comprehensive system to consider their interaction and collective effect on green development execution. By centering on Indonesia, this consideration contributes to the constrained body of information on green advancement in rising economies, emphasizing the significance of relevant variables. The think about gives an all-encompassing see of green advancement execution, considering both proactive and receptive green developments, and the parts of imagination and supply chain learning.

The discoveries offer significant bits of knowledge for firms pointing to upgrading their green advancement execution, leveraging green entrepreneurial introduction and energetic

capabilities to drive development and maintainability. Policymakers can utilize these bits of knowledge to plan focused on intercessions and bolster instruments that cultivate green entrepreneurial introduction and energetic capabilities within the commerce segment, especially in developing economies like Indonesia. The investigation addresses Indonesia's squandered administration challenges, advertising viable arrangements and techniques for neighborhood governments and organizations to move forward squander administration through green development. It underscores the significance of supply chain learning in accomplishing green development, recommending that firms actualize preparing and improvement programs to improve supply chain capabilities and drive green advancement. Also, the consideration empowers firms to receive a forward-looking approach to advancement, cultivating a culture of ceaseless change and maintainability.

The goals are to investigate the significance of green entrepreneurial introduction in driving green energetic capabilities, look at its effect on green advancement execution, analyze the part of green energetic capability in improving green development execution, and give arrangements for Indonesia's squandered administration challenges through the integration of green entrepreneurial introduction and energetic capabilities.

Past inquiries have inspected green entrepreneurial introduction and green energetic capabilities independently. This inquiry about coordinating these concepts to appear their collective effect on green advancement execution. Whereas numerous ponders were conducted in totally different topographical settings like Taiwan, Bangladesh, and China, this inquiry addresses Indonesia's special squander administration challenges, giving localized insights and arrangements. Moreover, this thinks about offers a comprehensive investigation of how green entrepreneurial introduction and green energetic capabilities collectively affect green advancement execution.

Chen et al. (2016) investigated the relationship between proactive green development, receptive green development, and green item improvement execution, highlighting the interceding impact of green imagination in Taiwan's high-tech companies. Their discoveries showed that proactive green development emphatically impacts green imagination and green item advancement execution. So also, Habib et al. (2020) inspected the effect of green entrepreneurial introduction and advertise introduction on green supply chain administration hones and maintainable firm execution in Bangladesh's material fabricating businesses, finding that green entrepreneurial introduction altogether emphatically impacts showcase introduction and green supply chain administration hones, which in turn influence maintainable firm execution. Guo et al. (2020) examined the interceding impact of supply chain learning on the relationship between green entrepreneurial introduction and green advancement in China, finding that green entrepreneurial introduction emphatically impacts supply chain learning, which intercedes the relationship between green entrepreneurial introduction and both green radical and incremental development.

# RESEARCH METHOD

This research uses Library Research with a Systematic Literature Review (SLR) approach. According to (Briner & Denyer, 2012) SLR is a method that is consistent with recent impact studies, this review is structured to answer predetermined research questions through structured synthesis. The purpose of this method is to collect as many previous studies or research as possible that are relevant to the research topic.

The data that has been obtained from various sources is collected in one document used to answer the problems that have been formulated. Journal criteria taken in this study are: a) Journal publication timeframe is 8 years (2016-2023), b) International journals, c) Sinta journals d) Full-text original research article, and e) Journal contents.

Regarding literacy relations entrepreneurial orientation and dynamic capabilities on environmental innovation as many as 37 international journals (Data was retrieved from internet browsing). The data population of this study is a journal with a focus on. Of the 37 articles that have been obtained using SLR analysis, 10 journals that have the highest number of citations will be selected. Citation analysis is used to determine the number of times a person's work is cited by others (Dwi Ridho Aulianto, 2020)

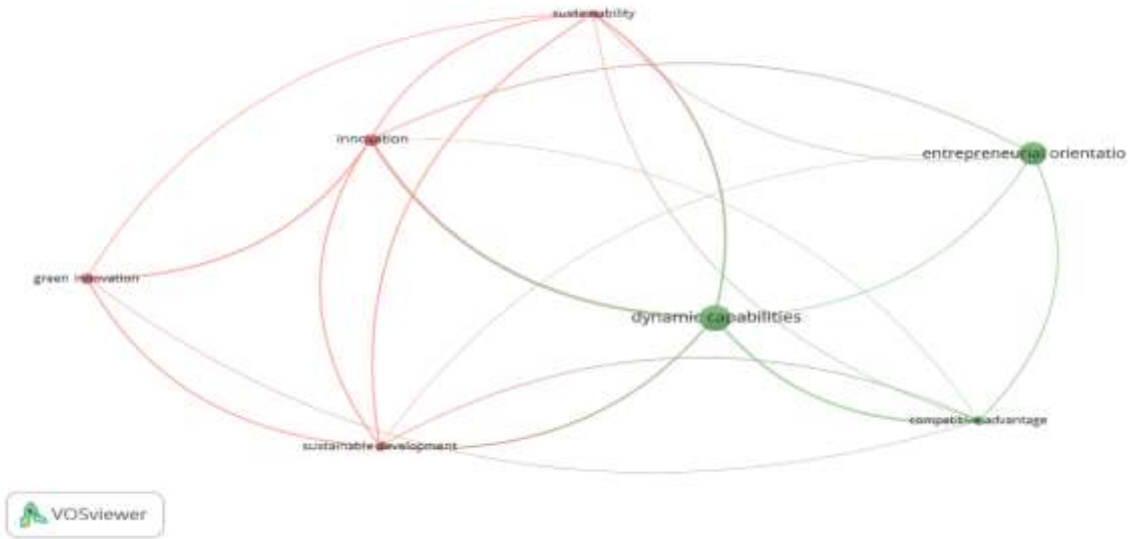
The collected information is compiled into a single report to address the investigative questions. Particularly, this ponders centers on the relationship between entrepreneurial introduction and energetic capabilities in natural development. From a starting pool of 37 international diaries sourced through web browsing, the SLR examination makes a difference in narrowing down to the foremost impactful considerations.

To assist refine the information, quotation examination is utilized. Quotation investigation makes a difference decide the effect and pertinence of a ponder by measuring the number of times it is cited by other analysts. From the 37 articles obtained, the 10 journals with the most elevated number of citations are chosen for in-depth investigation. This approach guarantees that the chosen thinkers are not only significant but also recognized and esteemed within the scholarly community for their commitments to the field.

By utilizing these thorough choice and investigation strategies, this inquiry guarantees that the information sources are pertinent and solid, giving a strong establishment for investigating the effect of green entrepreneurial introduction and energetic capabilities on green advancement execution.

# RESULTS AND DISCUSSIONS

Bibliometrics (Co-Occurrence) Interconnected / Related




The figure shows the network of relationships between different terms in a bibliometric context, specifically the co-occurrence of keywords in the scientific literature. This analysis is done to understand how certain terms are related and often appear in the same study. Below is an explanation of the relationship between the terms shown:

a) Dynamic capabilities: This is the central concept in the figure. Dynamic capabilities are often associated with an organization's ability to adapt and change according to the dynamic business environment; b) Entrepreneurial Orientation: Strongly related to dynamic capabilities,

indicating that dynamic capabilities are often discussed in the context of entrepreneurial orientation, which includes innovation, proactivity, and risk-taking; c) Competitive advantage: Linked to dynamic capabilities, suggesting that an organization's dynamic capabilities contribute to its competitive advantage. d) Sustainability: Linked to dynamic capabilities and innovation, suggesting that dynamic capabilities and innovation play a role in achieving sustainability, e) Innovation: Linked to dynamic capabilities and sustainability, highlighting the role of innovation in enhancing an organization's dynamic capabilities and achieving sustainability goals; f) Green Innovation: Linked to innovation and sustainable development, showing that green innovation is part of the effort to achieve sustainable development; g) Sustainable Development: Linked to sustainability and green innovation, indicating that sustainable development is a key goal supported by sustainability and green innovation.

In this figure, the lines show the relationship or co-occurrence of the keywords in the literature. The thicker the line, the stronger the relationship between the two terms. The colors of the lines

a. Relevant Literature on the Relationship between Green Entrepreneurial Orientation and Green Dynamic Capability (Sources of various journals and processed by the author)

According to (Chen et al., 2016) explored the relationship between proactive green innovation, reactive green innovation, green product development performance, and tested the mediating effect of green creativity on 146 executives of various electronics, healthcare, textile, food, and other high-tech companies in Taiwan. The results show that proactive green innovation synonymous with green entrepreneurial orientation positively influences green creativity and green product development performance.(Habib et al., 2020) examined the impact of green entrepreneurial orientation and market orientation on the implementation of green supply chain management practices and sustainable firm performance on 266 owners and managers of textile manufacturing industries in Bangladesh. The results found that green entrepreneurial orientation has a significant positive influence on market orientation and green supply chain management practices, which in turn have a positive effect on all three dimensions (economic, environmental, and social) of sustainable firm performance. (Li et al., 2020) examined the relationship of knowledge management practices, entrepreneurial and organizational performance, dynamic capabilities, and the role of opportunity recognition on 486 respondent entrepreneurs in Pakistan. The results of structural equation modeling show that dynamic capabilities exert an influence on entrepreneurial performance and become a partial mediator in the relationship of various knowledge to entrepreneurial and organizational performance.

b. Relevant Literature on the Relationship between Green Entrepreneurial Orientation and Green Innovation Performance (Sources of various journals and processed by the author)

According to (Fahim & Baharun, 2016) Examines the interrelationship of business orientation and capabilities which include market, innovation, learning, and entrepreneurship in the agricultural sector in Malaysia through 81 empirical studies. The results show that entrepreneurial orientation has a direct influence on the ability to absorb new knowledge for the firm which thus provides the ability to innovate in improving firm performance. the relationship between entrepreneurial orientation and innovation is mediated by the ability to absorb knowledge (Lin & Chen, 2018) examined the influence of green entrepreneurial orientation and green relational quality on green service innovation over 542 hotel managers in Taiwan. The results show that green entrepreneurial orientation enhances green relational quality and green service innovation. (Guo et al., 2020) examined supply chain learning as an intermediary to test the direct and indirect effects of green entrepreneurial orientation on green innovation over 416 electronics, transportation equipment, and chemical companies in China. The results found that corporate green entrepreneurial orientation has a positive impact on supply chain learning. In addition,

corporate supply chain learning also plays a mediating role in the relationship between green entrepreneurial orientation with green radical innovation and green incremental innovation.

c. Relevant Literature on the Relationship between Green Dynamic Capabilities and Green Innovation Performance (Sources of various journals and processed by the author)

According to (Albort-Morant, 2016) focuses on examining dynamic capabilities and ordinary operational capabilities represented by relational learning capabilities as antecedents of green innovation performance and the relationship between these constructs in 112 automotive component manufacturing industries in Spain. The results show that the direct and indirect effects of capabilities (dynamic and ordinary) on green innovation performance are positive and significant, and improve the prediction of firms' green innovation performance. Pacheco-lari and (Marchiori LM; Liboni LB, 2017) examines dynamic capabilities and green innovation through an integrated systematic literature review of 26 academic studies. Aspects analyzed include country context, methods, economic sector, research focus, capacity studied, and its place in the analytical model. The results showed that most studies conducted empirical research in an evolving and growing scholarly context, and most used survey methods and formulated dynamic capabilities as drivers of green innovation. (Singh et al., 2019) examined the relationship between dynamic capabilities, rational learning capabilities, and green innovation performance over 249 technology-based manufacturing SMEs in Malaysia. The results showed that dynamic capabilities have a positive and significant relationship with green innovation performance, while relational learning capabilities were found to mediate the relationship between dynamic capabilities and green innovation performance in different cultural contexts. By combining stakeholder theory and organizational learning theory, Zhang and Zhu exploit the influence of environmental pressures from different stakeholders on green innovation and how this is further mediated by organizational learning. The research was conducted on 259 companies from the energy electronics, chemical, pharmaceutical, machinery, and other manufacturing sectors in China. The results show that exploratory learning and exploitative learning as organizational learning influence green product innovation and green process innovation. This organizational learning also plays a mediating role in the relationship between environmental pressure by consumers and the regulation of green innovation. Organizational learning in this case is categorized as a dynamic capability (Zhang & Zhu, 2019).

The comparative investigation of fruitful squandered administration advances in Japan, Germany, and Sweden gives profitable lessons for Indonesia. Japan's venture in waste-to-energy innovation and comprehensive reusing programs, Germany's exacting squander administration arrangements and open mindfulness campaigns, and Sweden's strong foundation for squander collection and reusing highlight the significance of progressed innovation, strict controls, and open engagement in accomplishing viable squander administration. These lessons can direct Indonesia in progressing its squandered administration hones by receiving progressed innovations, actualizing strict controls, and upgrading open interest.

The discoveries of this think about illustrate the significance of green entrepreneurial introduction and energetic capabilities in driving green advancement execution. The integration of these concepts gives a comprehensive system for understanding their collective effect on green advancement. The comes about highlights the importance of green entrepreneurial introduction in upgrading imagination, showcase introduction, and supply chain administration hones, driving to move forward maintainable firm execution. Energetic capabilities, counting information administration, and organizational learning, play a significant part in intervening in the relationship between green entrepreneurial introduction and green development execution.

# CONCLUSION

The Systematic Literature Review concluded that: This inquiry progresses the hypothetical understanding of green development by joining green entrepreneurial introduction and green energetic capabilities, advertising a comprehensive system to consider their interaction and collective effect on green advancement execution. The discoveries give significant bits of knowledge for firms and policymakers pointing to upgrading green advancement execution and addressing squandered administration challenges in Indonesia. By embracing effective squander administration hones from other nations and leveraging green entrepreneurial introduction and energetic capabilities, Indonesia can progress its squander administration framework and advance maintainable advancement.

Key Findings: Green entrepreneurial orientation affects green dynamic capabilities. Green entrepreneurial orientation plays a key role in strengthening a firm's green dynamic capabilities by shaping a culture of innovation, collaboration, and a continued focus on environmental sustainability. With a focus on value creation that is not only financially profitable but also considers environmental impacts, companies become more open to the discovery of new environmentally friendly solutions. This encourages the development of dynamic capabilities in terms of innovation, allowing companies to continuously adjust and evolve to stay relevant in a rapidly changing market.

Green entrepreneurial orientation affects green innovation performance. Green entrepreneurial orientation provides a strong philosophical foundation for innovation. By prioritizing sustainability as one of the main goals, companies are directed to seek solutions that are not only business-effective but also take into account their impact on the environment. A green entrepreneurial orientation is not just about creating financial returns, but also about creating long-term value for the company, the environment, and society as a whole through sustainable innovation. By building a strong foundation for green innovation, companies not only improve their business performance but also increase their positive impact on the planet.

Green dynamic capability orientation affects green innovation performance. Green dynamic capability orientation, which includes a firm's ability to manage change, learn from its environment, and adapt to create ecologically sustainable value, has a significant impact on green innovation performance. It creates a framework that enables companies to continuously develop and evolve in creating innovative and environmentally friendly solutions. Green dynamic capability orientation is a key driver of a company's green innovation performance. By adopting an approach that is open to change, continuous learning, adaptation, collaboration, and integration of innovation in their business strategy, companies build a strong foundation for creating innovative solutions that are ecologically sustainable.

The investigation fundamentally centers on firms and policymakers, possibly ignoring other partners such as nearby communities and natural organizations. Future thinks ought to incorporate a broader run of partners to supply a more comprehensive see. Also, the consideration is restricted by its dependence on auxiliary information from existing writing, which may not completely capture the one-of-a-kind relevant components and real-time flow of green advancement hones in different businesses and districts. Future investigations ought to consolidate essential information collection strategies, such as interviews and overviews, to accumulate firsthand bits of knowledge from differing partners. Besides, longitudinal ponders are proposed to look at the long-term impacts of green entrepreneurial introduction and energetic capabilities on green advancement execution, giving a more profound understanding of how these components advance and are connected over time.

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