

Effect of Innovation Strategy Implementation on Social and Environmental Performance of Organizations and Prioritization of Their Dimensions Using the AHP Technique (Case Study: Zamzam Production and Distribution Companies of Iran)

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Abstract In order to be able to survive and continue to succeed, organizations are dependent on innovation and the establishment of a management structure that can formulate strategies that embrace openness and thinking outwardly. Because the primary target of the organization's strategy is to allow it to adapt to the environment with the basic assumption that the organization's strategy determines organizational structure and affects its performance. Therefore, the present study was conducted in the Zamzam manufacturing and distribution companies of Iran, with the aim of evaluating the effects of implementing an innovation strategy on the social and environmental performance of organization as well as using AHP technique to determine priorities, which is an applied-descriptive research. All managers and senior experts of Zamzam manufacturing and distribution companies in Iran have participated in this study. 100 questionnaires were distributed to managers and senior experts through a nonprobability, purposive method. The research outcome have shown that an environmental innovation strategy has a positive and significant effect on the social and environmental performance (0.63 and 0.57 path coefficients) as a result recommendations have been presented to the organization.

Keywords : Keywords: innovation strategy, social performance, environmental

performance

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