

The effect of top management commitment on customer cooperation with mediating roles of green process innovation and green managerial innovation (Case study : SMEs in Rasht industrial city)

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Abstract Small and medium-sized enterprises active in industrial settlements are one of the most important economic pillars of different countries in the world. Therefore, the purpose of this study was to measure the impact of high level management commitment on customer participation, taking into account the role of mediators between the variables of green process innovation and green management innovation (Case study: SMEs located in the industrial city of Rasht). The research method used is a descriptive survey type for the type of data collection and the research is in terms of the purpose or nature of the application. To convert qualitative data, a 5-option Likert scale was used. The statistical population of this research is small and medium enterprises managers in the industrial city of Rasht, which according to the inquiry the organization of small and medium enterprises is about 180 units. Minimum sample size 95 was estimated. For more confidence in collecting data, an additional 10 percent more questionnaire containing questions about corporate profile and questions related to research hypotheses was distributed among the sample (113 questionnaires were distributed) and 102 completed and accepted questionnaires After the collection was analyzed. Due to the nature of the limited community, a sample of the Cochran formula of the limited community was used to determine the size of the sample. Simple random sampling method. The data collection tool was a questionnaire. In the inferential statistics section, in order to investigate the validity of the questionnaire in two parts, the convergent validity and audit validity were investigated. Finally, in order to investigate the research

hypotheses, structural equations modeling using SmartPLS 3 software was used. The results showed that high level management commitment has an impact on green process innovation, green management innovation, and customer participation. Green Process Innovation and Green Management Innovation Affect Customer Participation. Green process innovation as well as green management innovation mediate the impact of high-level management commitment on customer participation.

Keywords : Keywords: Customer Participation, Top Management Commitment, Green Process Innovation, Green Managerial Innovation

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