

The Effect of Green Knowledge Sharing and Dynamic Green Capacity on Green Competitive Advantage through Mediation of the Green Services Innovation (Case Study of Rasht Manufacturing Companies)

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In today's dynamic and competitive environment, the success of any organization to increase and maintain market share and improve the competitive environment depends on identifying the factors that make it competitive. Competitive competencies in the world today have become one of the main challenges of various industries. In order to be competitive, companies use resources and facilities to find the factors affecting their competitive advantage. In this regard, the present study aims to investigate the effect of sharing Green Knowledge, Green Dynamic Capacities and Green Services Innovation on the Green Competitive Advantage Rasht manufacturing companies. This research is based on the type of applied target. The data gathering method was fieldwork. A questionnaire tool was used to collect information. The statistical population of the study was 230 manufacturing companies in Rasht, and 119 companies were selected as the research sample by the Cochran formula for limited society. Sampling method In this study, simple random sampling was used. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equations were used for analyzing data using SPSS and Smart PLS 2 software. Of the eight hypotheses presented, six hypotheses were verified statistically and two hypotheses were not approved. Confirmed hypotheses are: (Effect of Green Knowledge Sharing on Green Dynamic Capacities, Effect of Sharing Green Knowledge on Innovation in Green Services, Effect of Green Dynamic Capacities on Services, Influence of Green Services on Green Competitiveness, Effect of Sharing Green Knowledge through Innovation

Mediation in Green Competition Services, Capacity Green Dynamics through Mediation of Innovation in Services on Green Competitive Advantage), but the impact of Green Dynamic Capacities on Competitive Services Services and the Effect of Green Knowledge Sharing on Competitive Green Competitiveness was not confirmed. The greatest impact was on the effect of innovation in Green Competitive Green Services and the least impact on the sharing of Green Knowledge through innovation mediation in Green Competitive Growth Services.

Keywords : Green Knowledge Sharing, Dynamic Green Capacity, Green Competitive Advantage, Innovation in Green Services

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