

عنوان مقاله:

Investigating the effect of green absorption capacity strategy and green market orientation strategy on green competitive advantage: A study in e-commerce firms

محل انتشار:

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خلاصه مقاله:

Nowadays, gaining competitive advantage and survival for companies has become a fundamental issue that requires careful planning. The use of green strategies has become a key competitive advantage, given the environmental issues that have led to global concerns. Therefore, the main purpose of this study is to investigate the effects of green absorption capacity strategy and green market orientation strategy on green competitive advantage in Iranian e-commerce firms. This study is quantitative and practical. Data collection was done through a questionnaire from the target community. Regression method with SPSS۲۳ tool was used to analyze the data. The results show that green competitive advantage in e-commerce companies is directly predicted by green absorption capacity strategy and green market orientation strategy.

کلمات کلیدی:

.Strategy, Green Absorption Capacity, Green Market Orientation, Green Competitive Advantage

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