
Green Technology Integration in Business Strategies: Bridging Environmental Sustainability and Economic Prosperity for Inclusive Sustainable Growth in Aceh Province

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Abstract

This study examines how the integration of green technology into business strategies bridges environmental sustainability and economic prosperity, fostering sustainable growth through the lens of green entrepreneurship in Aceh Province, Indonesia. Amid global challenges like climate change and the Sustainable Development Goals (SDGs), the research explores causal relationships among green technology (independent variable), business strategy (intervening variable), and sustainable growth (dependent variable), within the context of Aceh's special autonomy emphasizing Sharia principles. Employing a quantitative survey design, the study targets a population of 350 registered businesses committed to sustainable practices. A purposive sample of 200 businesses was selected, based on criteria including at least three years of operation and adoption of green technologies such as eco-friendly waste management or renewable energy. Data were analyzed using Structural Equation Modeling (SEM) via AMOS software to test causal models and mediation effects. Findings reveal a significant positive relationship between green technology and business strategy, as well as between business strategy and sustainable growth. Business strategy partially mediates the influence of green technology on sustainable growth. This integration aligns with local Acehnese values, mitigates environmental degradation, promotes economic inclusion, and strengthens green entrepreneurship as a driver of sustainable innovation. The study recommends that the Aceh Government allocate incentives for green technology training to businesses, supporting inclusive sustainable growth in line with contemporary global sustainability agendas.

1. Introduction

Businesses need to adopt green technologies as an immediate solution to achieve environmental protection while sustaining economic expansion because of increasing worldwide climate change pressures and the fast-paced circular economy transition. The Province of Aceh stands as a special example for this situation. The region maintains its natural resources including wide mangrove forests and large renewable energy resources yet environmental deterioration hinders sustainable development progress. The annual growth rate of agriculture and industrial sectors in Aceh reaches 2.8% according to BPS Aceh (2023) while conventional business operations generate 15% of the province's total carbon emissions. The combination of flooding events and coastal erosion now threatens to disrupt normal business activities. The implementation of IoT-based solar panels and precision agriculture systems through green technologies enables businesses to decrease waste while boosting operational efficiency and creating more inclusive economic expansion. The current adoption rate of green technologies by medium-sized businesses in Aceh stands at 12% according to KLHK (2023). The current situation demands immediate research into effective methods for deploying green technologies within the local environment.

The World Economic Forum (2023) emphasizes that sustainable development needs businesses to develop resilience against worldwide crises through systemic approaches. Organizations face multiple barriers when trying to execute sustainability plans because they must spend money on start-up costs and deal with market threats and competitive challenges and worldwide economic instability from inflation and supply chain breakdowns. Organizations that implement sustainable practices face immediate financial challenges against competitors who use low-cost strategies although research shows sustainability initiatives lead to positive results in the long run.

Research shows that organizations face multiple internal obstacles which prevent them from executing sustainable growth plans because of insufficient resources and missing technical skills and unclear regulations and employee opposition to change. Organizations need to transform their core values and cultural beliefs to adopt environmentally friendly operations but these efforts usually fail because of insufficient leadership support and employee opposition. The obstacles to sustainable growth extend beyond technical and economic factors because they deeply affect social and cultural aspects.

Research about green technology-business strategy connections has become more prominent in current academic publications. Green technologies serve as strategic tools which help businesses gain market advantage and attract investors through their implementation. The research by Hudaibiya & Raza (2024) through meta-analysis shows that businesses which integrate green technologies into their strategic plans achieve better sustainable growth results because of their enhanced ESG ratings. The implementation of green technologies faces ongoing obstacles because of insufficient infrastructure and missing expertise and unpredictable market and technological conditions.

Research about green technologies and sustainability has expanded but most studies use cross-sectional methods to analyze short-term results. Research on business strategies as mediators between green technologies and sustainable growth over time remains scarce. The research method fails to consider how organizations transform their culture and how employees react to green innovations and how outside forces from communities and regulatory agencies affect the process (Shamsuzzoha et al., 2022). The current body of research remains heavily concentrated in East Asian and European contexts and predominantly examines the energy and manufacturing industries, resulting in a limited understanding of cross-sectoral and cross-cultural variations. Social norms, such as the stronger collectivist orientation in many Asian societies compared with the individualistic tendencies commonly observed in Western settings, may substantially influence firms' decisions to adopt green technologies; however, this sociocultural dimension has received insufficient scholarly attention (Qu, 2023). Furthermore, existing studies rarely investigate how global disruptions, including pandemics or climate-related disasters, shape the mediating function of business strategies within organizational decision-making processes (Unter et al., 2024).

Responding to these gaps, the present study advances the literature by conceptualizing business strategy as a mediating variable linking green technology adoption to sustainable growth outcomes. Instead of limiting the analysis to direct associations among variables, this work employs path analysis to construct a more comprehensive causal framework that clarifies how strategic decisions amplify the economic and social

benefits of green technologies. This analytical approach also facilitates the examination of non-economic aspects, such as stakeholder engagement, social capital, and cultural dynamics, that have been largely overlooked in technologically centered research. Conducted within a developing-country environment, particularly Southeast Asia, this study further contributes by exploring a context markedly different from those of most previous investigations based in developed economies. Such a setting enables an assessment of how local factors, including cultural norms, social structures, and industrial configuration, influence the interplay between green technologies, business strategies, and sustainable development.

Ultimately, this research seeks not only to address theoretical shortcomings in the existing literature but also to provide actionable insights for regional governments, businesses, and other stakeholders in formulating strategic approaches that are contextually relevant, responsive to climate-related risks, and capable of fostering inclusive and sustainable economic progress in Aceh and comparable regions.

1.1 Literature Review

Sustainable growth refers to an organization's ability to achieve stable, long-term economic expansion by integrating socially and environmentally responsible business practices while maintaining robust governance structures. It reflects a firm's capacity to adapt to emerging risks, including climate change, social inequality, and market volatility, without compromising the ability of future generations to meet their own needs (Mörth & Kuttner, 2025). In contrast to short-term growth strategies that rely heavily on resource exploitation, sustainable growth emphasizes resilience, stakeholder inclusivity, and long-term value creation. Recent studies highlight that sustainable growth is increasingly recognized as a multidimensional construct that encompasses environmental stewardship, social well-being, and economic performance, thereby requiring firms to balance competing pressures within rapidly evolving global contexts.

The contemporary literature conceptualizes business strategy as a dynamic and iterative process that involves both internal and external stakeholders, with sustainability positioned as a core strategic priority (Budi et al., 2025). The relationship between business strategy and sustainable growth is deeply interconnected: strategy serves as a mechanism through which firms translate sustainability commitments into actionable initiatives that generate financial returns, enhance resilience, and contribute to environmental and social outcomes. Sustainable strategies enable firms to respond effectively to global challenges, including climate change, regulatory tightening, and shifting consumer expectations, while maintaining competitive advantage. This relationship is supported by a meta-analysis conducted by (Hudaibiya & Raza, 2024), which demonstrates a positive correlation between sustainability-oriented strategies and financial performance. The literature further suggests that firms adopting integrative strategic frameworks tend to outperform those relying solely on cost-based or short-term exploitation approaches, highlighting the strategic relevance of sustainability as a pathway to long-term competitiveness.

Green technology encompasses a range of technological innovations and applications designed to minimize negative environmental impacts while improving resource efficiency and supporting sustainable development. This category includes renewable energy solutions, low-emission transportation systems, and circular production processes that significantly reduce waste (Rashid et al., 2024). In recent scholarship, green technology is increasingly defined not merely as a tool for pollution mitigation, but as a strategic enabler of the transition toward a low-carbon economy. Advancements such as AI-driven energy optimization, biodegradable materials, and carbon-capture systems illustrate how technological innovation contributes to both environmental protection and economic value creation. (Rashid et al., 2024) emphasize that green technology plays a transformative role by fostering sustainable innovation capabilities, enabling firms to enhance operational efficiency, strengthen environmental performance, and meet the growing expectations of regulators and stakeholders.

2. Research Methods

Population and Sampling Procedure

The population of this study consists of companies that have adopted green technologies in their operations, including the use of solar energy, recycling systems, and environmentally friendly production equipment. A purposive sampling technique was employed to ensure that the selected organizations met the specific criteria relevant to the research objectives. The inclusion criteria were: (1) companies that have been operating for a minimum of five years, (2) organizations with formally documented business strategies, and (3) firms that actively engage in sustainability-oriented practices. Based on these criteria, a total of 50 companies located in Aceh Province were selected as the research sample. This sampling approach aligns with the objective of capturing firms with sufficient maturity and commitment to sustainability, enabling an in-depth assessment of technological, strategic, and performance-related variables.

Data Collection and Analytical Procedures

Data collection was conducted using structured questionnaires distributed to key informants responsible for sustainability initiatives, operational strategies, or technology management within the selected companies. The collected data were subsequently analyzed using SEM AMOS, which is appropriate for complex predictive modeling and for testing relationships among latent variables within a variance-based structural equation modeling (SEM) framework. This analytical technique is particularly suitable for exploratory studies and allows for robust assessment of reliability, validity, and the mediating effects hypothesized in the proposed research model.

Measurement of Variables

Green Technology Adoption

Green technology adoption was measured using three dimensions adapted from Gupta et al., (2019):

1. Energy and Resource Utilization
 - Use of renewable energy sources
 - Energy consumption efficiency
 - Waste management and recycling practices
2. Innovation and Process Improvement
 - Adoption of environmentally friendly technologies
 - Investment in green research and development (R&D)
 - Achievement of environmental certifications
3. Socio-Environmental Impact
 - Reduction of carbon emissions
 - Contribution to local economic development
 - Engagement with social and environmental stakeholders

This multidimensional measure captures both technological and impact-oriented aspects of green innovation.

Business Strategy

Business strategy was assessed using dimensions developed by Bendig et al., (2023):

1. Operational and Innovation Strategy
 - Product and process innovation levels
 - Operational efficiency
 - Adoption of digital technologies
2. Sustainability and Social Strategy
 - Commitment to sustainability goals
 - Social inclusion and diversity practices
 - Contribution to sustainable development initiatives
3. Financial and Performance Strategy
 - Risk management practices
 - Stakeholder satisfaction and value creation

These dimensions reflect a comprehensive strategic orientation that integrates economic, social, and environmental considerations.

Sustainable Growth

Sustainable growth was measured using indicators adapted from (Edwin Cheng et al., 2022):

1. Economic Dimension
 - Sustainable revenue growth
 - Cost efficiency
 - Investment in human capital
2. Social Dimension
 - Employee and community well-being
 - Social inclusion and diversity
 - Contributions to Sustainable Development Goals (SDGs)
3. Environmental Dimension
 - Reduction of emissions and ecological impacts
 - Adoption of green technologies
 - Environmental risk management

This construct captures the organization’s capacity to achieve balanced performance across economic, social, and environmental domains

3. Result and Discussion

Structural Equation Model (SEM) analysis conducted after analyzing the unidimensionality indicators forming the latent variables tested using confirmatory factor analysis (CFA). Analysis of the data processing results at the SEM model stage was conducted using goodness-of-fit (GOF) tests and statistical tests.

Table 1. *Goodness of Fit Test Result*

Goodness of fit index	Cut of value	Result	Note
Chi-square	<240,995	231,171	Fit
CMIN/DF	≤ 2,00	1,639	Fit
RMSEA	≤ 0,08	0,073	Fit
CFI	≥ 0,95	0,959	Fit
GFI	≥ 0,90	0,923	Fit
AGFI	≥ 0,90	0,935	Fit
TLI	≥ 0,95	0,971	Fit

Based on the table, the measurement model analysis obtained a chi-square value of 231,171; which is classified as fit. Meanwhile, $\chi^2/df = 1,639$; RMSEA = 0.073; GFI = 0.959; TLI = 0.971; AGFI = 0.935; and CFI = 0.923 have met the criteria and the values indicate fit . In general, by using the goodness of fit test , it can be concluded that the existing measurement model has met the fit criteria, so that the output from this model can be used as research findings related to the relationship between indicators and their constructs.

Table 2. *Regression Weight Structural Equational Model*

Influence between variables	Estimate		SE	CR	P
	Std.	Unstd.			
Green technology towards business strategy	0.312	0.404	0.112	3.019	***
Green technology towards sustainable growth	0.423	0,493	0,109	4.008	***
Business strategy towards sustainable growth	0,371	0.343	0,103	4.082	***

The findings indicate that green technology has a positive and significant effect on business strategy (CR = 3.019 > 1.96; standardized estimate = 0.312; p-value = 0.000 < 0.05). This implies that the implementation of green technology positively and significantly influences strategic business decisions. Consistent with these

results, Caravella & Crespi (2022) found that various eco-innovation-based business strategies contribute to firm growth. Their findings suggest that the magnitude of growth depends on the type of eco-innovation strategy adopted; some green strategies foster stronger growth than others, making the selection of a green strategic orientation a critical managerial decision. Similarly, Bag et al., (2022) demonstrated that eco-innovation promotes the adoption of Green Supply Chain Management (GSCM) practices and enhances firms' circular economic capabilities. Both GSCM and circular capabilities subsequently contribute to improved business performance, indicating that the adoption of green technologies and innovations is directly linked to a firm's supply chain and operational strategies. Furthermore, Zulkiffli et al., (2022) found that eco-innovation capabilities are positively correlated with sustainable business performance, particularly when integrated as part of organizational strategic capabilities. These findings collectively suggest that integrating green technology into strategic capabilities strengthens corporate resilience and supports sustainable performance.

The results also demonstrate that green technology positively and significantly affects sustainable growth ($CR = 4.008 > 1.96$ and $p\text{-value} = 0.000$). This finding reinforces the view that green technology adoption leads to measurable improvements in sustainable growth outcomes. Ikram et al., (2021) showed that green technology adoption is positively correlated with both sustainability capacity and green investment, linking technological adoption to economic and environmental outcomes that support sustainable growth. In addition, Wang et al., (2024) confirmed that green technological innovation capability significantly enhances green economic sustainability, especially when integrated with advances in the digital economy. This indicates that green technology drives efficiency, reduces long-term operational costs, and fosters a more sustainable trajectory of economic growth. Empirical regional evidence from this study further reveals that increased levels of green innovation accelerate environmentally responsible economic development. Maldonado-Guzmán et al., (2023) found that renewable energy technology innovation (RETI) improves urban green economic efficiency, thereby contributing to sustainable growth at the city level. Their findings also highlight regional heterogeneity and the existence of a time-lag effect between RETI-related R&D investment and environmental-economic outcomes.

Moreover, the findings reveal that business strategy exerts a positive and significant effect on sustainable growth ($CR = 4.082 > 1.96$; standardized estimate = 0.371; $p\text{-value} = 0.000$). This suggests that well-formulated business strategies directly promote sustainable growth. Ahsan et al., (2021) emphasized that business strategies play a positive moderating role in mitigating the adverse impact of economic policy uncertainty on sustainable financial growth. Defensive and analytical strategies, in particular, enhance corporate resilience against uncertainty and improve long-term financial sustainability. In the same vein, Sanoran (2023) demonstrated that business strategy has a positive and significant impact on corporate environmental and social performance, which are two key dimensions of sustainable growth. Finally, Gupta (2025) argued that sustainability-oriented business strategies are among the most crucial drivers of sustainable growth, especially in emerging markets, where strategic integration of green practices enables firms to balance economic, social, and environmental objectives effectively.

In terms of the role of business innovation as a mediator in research, the relationship below is tested.

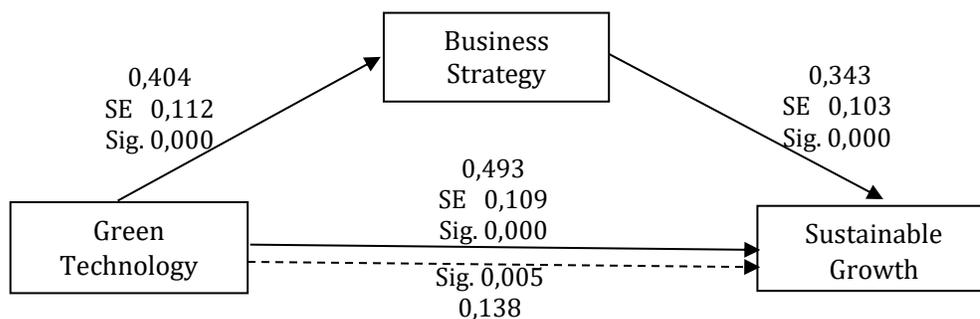


Figure 1. Testing the Mediating Effect of Business Strategy on the Relationship between Green Technology and Sustainable Growth

Figure above represents a model formed from the results of the first and second regressions, forming a path analysis model *with* the business strategy variable as the mediator. The Sobel test results, according to the *indirect effect test* at <http://quantpsy.org/sobel/sobel.htm>, are as follows:

Input:		Test statistic:	Std. Error:	p-value:
a	0.404	Sobel test: 2.44682253	0.05663345	0.01441218
b	0.343	Aroian test: 2.39758769	0.05779643	0.01650343
s _a	0.112	Goodman test: 2.49922065	0.05544608	0.01244668
s _b	0.103	Reset all	Calculate	

Based on the results of the Sobel test, the calculated z-value was 2.44, which exceeds the critical value of 1.96 at the 5% significance level, indicating a statistically significant mediation effect. The magnitude of the indirect effect was obtained by multiplying the Sobel test statistic by its standard error, yielding $2.4468 \times 0.0566 = 0.138$. Furthermore, the computed p-value of 0.0144 confirms the statistical significance of the mediation effect, as it falls below the 0.05 threshold.

These results indicate the existence of a partial mediation effect, in which green technology exerts a direct and significant influence on resilient socio-economic growth through business strategy as a mediating variable. In other words, the independent variable (green technology) significantly affects the dependent variable (resilient socio-economic growth), via the mediating mechanism of business strategy.

Empirical evidence from prior research aligns with these findings. Peng et al., (2023) analyzed data from more than 500 manufacturing firms across Asia and found that green technology adoption positively influences sustainable growth through the mediating role of business strategy. Proactive business strategies were shown to strengthen the impact of green innovation on both economic and environmental performance. Similarly, Kraus et al., (2020) identified business strategy as a significant mediating variable between green innovation and firms' sustainable performance. When firms adopt innovation-oriented strategies, the impact of green technology on sustainable growth becomes notably stronger. In the same context, Ben Amara & Chen (2020) demonstrated that green business strategies mediate the relationship between green technology management and sustainable corporate growth, particularly in the energy and manufacturing sectors of developing economies. Business strategy thus acts as a crucial mechanism that translates investments in green technology into tangible and sustainable growth outcomes.

4. Conclusions

The findings of this study reveal that green technology has a positive influence on business strategy, and that both green technology and business strategy significantly contribute to a firm's sustainable growth. Another key finding is that business strategy serves as a mediating variable, strengthening the effect of green technology on sustainable growth. In other words, the successful implementation of green technology depends not only on technical innovation but also on the firm's ability to design adaptive, environmentally oriented, and sustainability-driven business strategies.

The practical implications of this study highlight the importance for firms to integrate green technology policies into their long-term strategic planning. Such integration fosters a balance between economic efficiency, social responsibility, and environmental preservation. Furthermore, managerial commitment and an organizational culture that is open to green innovation are essential for realizing tangible and enduring sustainable growth outcomes.

For future research, it is recommended to expand the scope of analysis by incorporating contextual variables such as the role of digitalization, corporate governance, or government policies in reinforcing the relationship between green technology, business strategy, and sustainability. Additionally, the use of longitudinal research designs could provide deeper insights into the long-term impacts of green strategic initiatives on corporate growth and performance.

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