

The Effect of Environmental CSR on Corporate Social Performance: The Mediating Role of Green Innovation and Corporate Image

Authors : Edward Fosu

Abstract : Green innovation has emerged as a significant environmental concern across the world. Green innovation refers to the utilization of technological developments that facilitate energy savings and waste material recycling. The stakeholder theory and resourced-based theory were used to examine how stakeholders' expectations affect corporate green innovation activities and how corporate innovation initiatives affect the corporate image and social performance. This study used structural equation modelling (SEM) and hierarchical regression to test the effects of environmental corporate social responsibility on social performance through mediators: green innovation and corporate image. A quantitative design was employed using data from Chinese companies in Ghana for this study. The study assessed. The results revealed that environmental practices promote corporate social performance ($\beta = 0.070$, $t = 1.974$, $p = 0.049$), positively affect green product innovation ($\beta = 0.251$, $t = 7.478$, $p < 0.001$), and has direct effect on green process innovation ($\beta = 0.174$, $t = 6.192$, $p < 0.001$). Green product innovation and green process innovation significantly promote corporate image respectively ($\beta = 0.089$, $t = 2.581$, $p = 0.010$), ($\beta = 0.089$, $t = 2.367$, $p = 0.018$). Corporate image has significant direct effects on corporate social performance ($\beta = 0.146$, $t = 4.256$, $p < 0.001$). Corporate environmental practices have an impact on the development of green products and processes which promote companies' social performance. Additionally, evidence supports that corporate image influences companies' social performance.

Keywords : environmental CSR, corporate image, green innovation, corporate social performance

Conference Title : ICCSSR 2023 : International Conference on Corporate Strategy and Social Responsibility

Conference Location : Melbourne, Australia

Conference Dates : February 06-07, 2023