

The Implementation of Organizational Ecoinnovativeness as an Expression of a Strategic Approach of an Organization

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Abstract : This paper presents the reasons why the implementation of the organizational eco-innovation (based on requirements of the International Standard ISO 14001) can be an expression of a strategic organization approach. An elaboration about different issues associated with the Environmental Management Systems are given.

Keywords : environmental management system, ISO 14001, organizational ecoinnovativeness, ecoinnovation

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