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THE IMPACT OF ENVIRONMENTAL INNOVATION & ENVIRONMENTAL MANAGEMENT ON GREEN PRODUCT INNOVATION PERFORMANCE IN THE MANUFACTURING INDUSTRY OF PAKISTAN WITH THE HELP OF MEDIATING ROLE OF GREEN CREATIVITY CLIMATE

Ali Nasir

Superior University, Raiwind Rd, Kot Araian, Lahore, Punjab, Pakistan

Corresponding author: Ali Nasir, Alinasirdar100@gmail.com

Abstract: The purpose of this paper, exploring the impact of success factors of EIP dimensions (i.e. Environmental Management, Creativity Climate, Green Creativity, Green Product Innovation Performance) & their impact on the organizational performance of Manufacturers in Pakistan on various leveled execution (i.e. environmental performance, economic performance, & operational performance, whereas EIP practices in developing countries like Pakistan needs to explore. The Data of this research were collected from the managers of 185 business firms in Pakistan through survey questionnaires with a purposive sampling technique. The target population consisted of managerial employees (business experts & executives) from private business firms & it was subjected to PLS-SEM for analysis. Our findings show that Manufacturing organizations can find consumers with low-quality environmental requirements having a low motivation to buy products. The most important element of an organization that promotes the establishment of a green factory product, contributes to the organizational innovation theory.
Key words: Environmental innovation practices (EIP), Environmental Management, Creativity Climate, Environmental Policy, Green Creativity, & Green Product Innovation Performance.

1. INTRODUCTION

A strong & healthy environment is always the result of an educated society. As we know that the fast environmental problems throughout the world have been increasing among customers, buyers, communities, & also the government, [1]. Such as, both (local & international customers & buyers) remain demanding. They are demanding their supplier to grow environmentally friendly products. Environmental sustainability and environmental pollutions are one of the major global issues. The growth of population, vehicles, & the environment in Pakistan is becoming unhealthy. Pakistan is a developing country passing through an era of problems including environmental degradation, [2]. Green products are the products that attempt to protect or improve the environment, save energy as well as natural resource, & decrease the usage of poisonous pollutants, [3]. GI is separated into the green product, green process, & green management that are for an ecofriendly environment. It is also used to decrease the consumption of energy & increasing competent usage of the resource towards improving the performance of the organization. They provide a pollution-free environment for civilization on a big scale, [4]. Green environment innovation practices are important for green practice in the firm.

The research of our article is purely focused on the help of creativity climate that can make a sky intended for firm enhancing climate regarding environmental Innovation Practices of manufacturing Industry. So far the developments in the manufacturing industry take critical to the economic growth of countries such by way of South Korea, & China. These countries take incessantly better-quality the manufacturing industries. They accordingly achieved considerable economic progress. In 2015, China's Council of State released a 10-year national plan, Made in China 2025, aimed at transforming China from a major manufacturing power into a global power producer. To improve productivity & national competitiveness researchers believe the same applies to Pakistan. As Pakistan is a developing country, it is reaping the benefits of developing its own manufacturing sector. Evidence from recent reports indicates that the manufacturing industry plays a major role in the country's GDP. The sector now accounts for 13.3 percent of national GDP & 14.2 percent of total

employment (Government of Pakistan, 2016). The study focuses on Pakistan & its manufacturing sector due to its recent growth & capacity & its impact on the environment. Pakistan is expected to be the 20th largest economy in the world & the 16th in the world by 2050. Pakistan's manufacturing industry is at the forefront of the economy & is the second largest economy in terms of participation.13.5% of GDP (Pakistan Ministry of Finance, 2019), [5, 6]. It is a winning & winning strategy because it reduces conflict between the fast-growing economy & environmental protection development as well as awareness, [6-8]. With growing global pollution, the industry is facing pressures from customers, communities, & regulatory agencies to conserve energy, & resources, protect the eco-friendly environment, & conservation its sustainability, [9, 10] or in the same industry.

According to [11] researchers have discussed whether GI is different or modified systems, processes, products, & processes that benefit the environment & the sustainability of firms, [12]. Go-green is a platform used by firms to tackle eco-friendly problems, [13, 14]. While the exchange of green creative ideas remains constant relevant to promoting environmental sustainability, organizational competitive advantages, & reducing risks related to climate change issues, [6, 7]. It has been found that environmental commitment has a positive impact on the performance of green product development, [15,16] suggests that the creative climate plays an important role in the link between EIP & the performance of green product development. When used properly, they contribute to the development of raw materials. Therefore, we examined the impact of EIP on the performance of green product development from an organizational climate perspective.

2. LITERATURE REVIEW

2.1 Theoretical Background

The research's theoretical foundation is based on the organizational creative theory of the organization. As we know that due to rapid global growth, governments & firms are increasingly facing environmental challenges & certain barriers to economic development & industrial performance, [6, 17]. More firms have also embraced the new green innovation as a strategy to achieve environmental sustainability in the manufacturing industry. It helps to create a win-win strategy. It also reduces conflict among rapid economic developments. Green design is an important aspect of an organization that enhances the natural green processes that contribute to the creative theory of the organization. We have used organizational theory to create environmentally friendly management, [18]. The manufacturing industry is to develop the global economy through production of good & service. So far the growth of the manufacturing industry should instrumental in the economic growth of countries such as China, & South Korea. These nations continued to improve their manufacturing industries & achieved significant economic progress. In 2015, China's Council of State released a 10-year national plan, Made in China 2025, aimed at transforming China from a major manufacturing power into a global power producer. To improve productivity & national competitiveness researchers believe the same applies to Pakistan. As Pakistan is a developing country, it is reaping the benefits of developing its own manufacturing sector. Evidence from recent reports indicates that the manufacturing industry plays a major role in the country's GDP. The sector now accounts for 13.3 percent of national GDP & 14.2 percent of total employment (Government of Pakistan, 2016).

The study focuses on Pakistan & its manufacturing sector due to its recent growth & capacity & its impact on the environment. Pakistan is expected to be the 20th largest economy in the world & the 16th in the world by 2050. Pakistan's manufacturing industry is at the forefront of the economy & is the second largest economy in terms of participation. 13.5% of GDP (Pakistani Government Treasury for 2019), [18]. According to the census, Pakistan is the fifth most famous country in the world for its influence on pollution. As a result of population growth, the need for energy has increased, & growing industries that harm the environment in terms of noise, air quality, & pollution. The unplanned waste management system & the use of chemicals in manufacturing companies have created environmental problems, [19]. Pakistan faces serious environmental challenges & is ranked seventh among the 10 most vulnerable countries in terms of climate risk.

2.2 Environmental Innovation Practices & Creativity Climate

As we are living in a modern age where organizations face so many environmental challenges, [20]. Much of our research focuses upon how organizational factor affects the EIP & examines the connection among the EIP & climate change in the manufacturing industry. According to [21, 22] there is a rich textbook that investigates Creative Practices that highlight that green innovation processes contribute to improved efficiency, cost savings, & environmental benefits. Various studies have found a link between Environmental Innovation Processes & creativity in different weather forecasts, but no conclusion has been reached yet. In current years, the emphasis of research consumes slowly shifted towards ecosystems & climate technology in the manufacturing industry. Environmental Creative Practices & Climate Creation is a function & a link between Environmental Creativity

& Climate Creation is still unknown, [20] in sustainable development. As [23] argued that the economy is a major driver of the country's economic development, & the manufacturing sector plays significant part into its own right. On the other indicator [24] argue that, into rising countries, firms should focus extra upon embracing Environmental Innovation Practice & improved technologies. The level of environmental knowledge & education is used towards help members of the organization understand the vision & behavior of environmental leaders, & to facilitate the smooth running of the company & its creative processes. Green Environmental Innovation & Sustainable Development are the two main pillars for organizations to achieve the 2030 sustainability goals, [25]. Continuous means efficient use of resources & production at a low cost. Innovative processes help firms to use their resources, which can increase their awareness of innovation & also help to develop organizational ingenuity. So the EIP has a profound impact on climate change. The usage of natural resources helps manufacturing industry address many of the challenges. Pakistani manufacturing companies are heading for immediate success but lack the guidance & care to make more gains to improve performance.
H1 Environmental Innovation Practices & Creativity have a positive relation with Creativity Climate.

2.3 Environmental Management & Creativity Climate

This research measured acceptance of an (EMS) that helps improve sustainability & green management to investigate green vision (GSV) & create climate change in the Pakistani manufacturing industry. These days' consumers want products that must meet acceptable & environmentally friendly st&ards. Organization & government tries toward address these concerns. While implementing environmental management practices [26, 27] & establish appropriate procedures toword combat environmental degradation [28]. A climate conducive to innovation within the organization, [29]. Information literacy is a very important driving force in promoting innovation, & innovation has a positive impact on robust performance, [30]. Environmental Management fully supports the organization's economic tool that produces new products at low production costs. Developing countries, such as Pakistan, recognize the lack of laws & regulations on environmental management & sustainable climate change. Environmental Management has contributed to a new re-design model in the production environment to make the environment safer & healthier for all stakeholders.

According to [31] knowledge of environmental management & culture contributes to artistic ideas about environmental management in a creative climate that also improves overall performance. Today's organizations are working on the necessary changes to increase environmental awareness, sustainability, & environmental processes, [32]. organizations that use EMS compliance are obliged toward adopting environmentally friendly production processes. that result improved environmental performance & contribute to product & service quality. It is a major concern for organizations toward contribute to society. That really ultimately helps organizations achieve sustainable development, [33]. Local & international companies should be forced to adopt EMS in advance so that this can include specific activities & contribute to companies & reduce their environmental impact & increase companies' efficiency. Appropriate EMS should be developed base upon Plan, Do, Check, & Act. It is not easy for contemporary businesses thus, to use a management system but it will help them to manage their resources. It ultimately leads toward sustainability development, [34, 35]. EMS provides a range of benefits to organizations, for exp saving time & costs, improving control, & ensuring operational efficiency.
H2 Environmental Management has a positive relation with Creativity Climate.

2.4 Creativity Climate & Green Creativity

Green creativity is identified as development of new & valuable thoughts that outcomes in environmentally friendly processes & products in the manufacturing industry of Pakistan, [36, 37] leaders showed original & creative behavior & create role model for creativity inside manufacturing organization. Green creativity provokes employees toward solve environmental problem into manufacturing industry climate, [38]. The green image is also a focal player to consumers while feeling more special to the company & make their self-loyal. Creativity climate uses to promote trust among customers & employees, which builds a climate for knowledge learning.

In these advanced days, companies are mainly focused upon development of green products & green management toward make high profits. It's because normally green products are acceptable, [39]. Environmental issue becomes an integral portion of the organization's personality. Its problematic towards ignore the environmental challenges, [40]. Organizational climate is organizational elements & reflects images of the organization's employee work & strategic attention, [41]. For staff to share ideas & information. When an organization has an extremely creative climate, it should encourage internal staff to build & share knowledge & skills correlated toward the environment. which can develop new ideas connected toward invention through opening communication, [42]. An organizational climate for creativity is used to effectively promote issue

solving in a company & also increase its productivity, [15, 43]. Creativity climate not only guides but also shapes employee behaviors when an organization & its employees face so much stress from the environment. Creativity climate helps to shape an atmosphere advantageous to green creativity, which can enhance manufacturing firms' & environmental commitment.
H3 Creativity Climate has a positive relationship with Green Creativity.

2.5 Creativity of Climate & Green Product Performance
Raw product performance is intended to alter or modify product & product designs by using non-toxic mixes or substances in the manufacturing industry during production to reduce patent & impact on environmental efficiency, [44]. We have three product types these products are similar straight, horizontal, & mixed variants. Direct differentiation occurs when consumers compare products according to the quality of a single feature. Horizontal segregation occurs when product diversity can be easily assessed in terms of quality. Mixed varieties are your combination of both vertical & horizontal divisions, [1, 45, 46]. Various manufacturing firms have developed several environmentally friendly programs that are green products, & raw technologies that try to improve the capacity of the green organization's product performance. It has become commonplace for firms to take steps to introduce new inventions, [47 – 49]. Investing in raw material production helps companies develop new market opportunities & achieve new green product success, [50, 51]. Researchers also argue that raw production does not mean zero pollution, but the process that causes minimal damage to the environment will be known as green product or green performance in the creative environment, [52].
The need for research to evaluate how green competitive profit could be generated through raw production [53] highlighted that if a company decides not to meet customer dem & for raw materials, it will obviously lead to market share losses which could lead to reduced sales & profits. In addition, the research is highlighted in the ongoing process of managing the Green Production Establishment Performance. Protecting the natural awareness of green production by writing an eco-label enhances organizational competitiveness production. When organizations get pressure from customers they offer raw products & ensure green awareness. Firms these days are working on a raw material design strategy to be able to produce raw product ideas & participate in the Green Product Innovation Process for organizations.
H4 Creativity of Climate has a positive relationship with Green Product Performance.

2.6 Environmental Innovation Practices & Creativity Climate & green creativity
Firms that adopted more Environmental Innovation Practices the firms make able a strategy to achieve environmental sustainability & green creativity in a creative climate. Firms are truly careful as Creative & innovative when compared with other industries & are not considered Green Creativity in the Creative climate of the organization, [54]. Environmental Innovation Practices & Creativity Climate helps into the environmental knowledge & also helps organization members for better undersetting of environmental behavior, & effectively facilitate a firm’s & their practices in the Green Creativity, [55] creativity theory is based on a firm's practices that improve its organizational Green creativity in a creative climate. While adopting EIP are strengthening organizational green awareness that generates green ideas about green product which amplify its possible for enhancing green creativity.
H5 Environmental Innovation Practices & Creativity Climate has a positive relationship with green creativity.

2.7 Environmental Innovation Practices & Creativity Climate & Green Product Innovation Performance
Product innovation practices improve Environmental Innovation Practices thus; sustainability is used to satisfy the need of the customer. EIP is a significant tool that affects green product innovation performance. In the manufacturing industry new environmental innovation is an important way to reduce environmental damage. That also benefits towards firms through help them. Thus achieve their environmental goals in a creative climate, [16]. EIP for Green Companies Innovation Product Operations to meet customer needs, which could improve firms in a creative climate.
H6 Environmental Innovation Practices & Creativity Climate have a positive relationship on Green Product Innovation Performance.

2.8 Environmental Management & Creativity & Green creativity
According to the organizational creativity theories & creativity climate all about working on environmental management that includes the organizational green creativity. In this environmental management system (EMS) helps to improve sustainability & investigate the green vision (GSV) & creativity of climate in the manufacturing industry of Pakistan, [56]. Today very slight attention paid to the role of creative skills within boundaries of green creativity & organizational sustainability. Companies such as Unilever, Red Bull, Coca-

Cola Company, & PepsiCo these companies are the starting point for their business through collaborative efforts with specific competitors, [57]. In the UN's 17 Sustainable Development Goals (SDGs), there is also ample opportunity for clinicians toward measures their action in contrast to these goals for researchers to look at the relationship among Green Creativity, SDGs, & performance in environmental management.
H7 Environmental Management & Creativity have Positive Relationship on Green creativity.

2.9. Environmental Management & Creativity & Green Product Innovation Performance
According to organizational creativity theory, [44], Green product Innovation performance is a matter to change or modify the designs of products by using non-toxic compounds or materials in the manufacturing industry, Figure 1. Many manufacturing firms have developed several environmentally friendly programs these are green products, & green technologies, which are trying to improve capacity for organizational green product performance. Green product performance is a greater promoter to promote economic growth & environmental protection, [58]. Product Innovation Performance is significant stuff for both green products & services in the environment Management & creativity of organizations.
H8 Environmental Management & Creativity have a positive relationship on Green Product Innovation Performance.

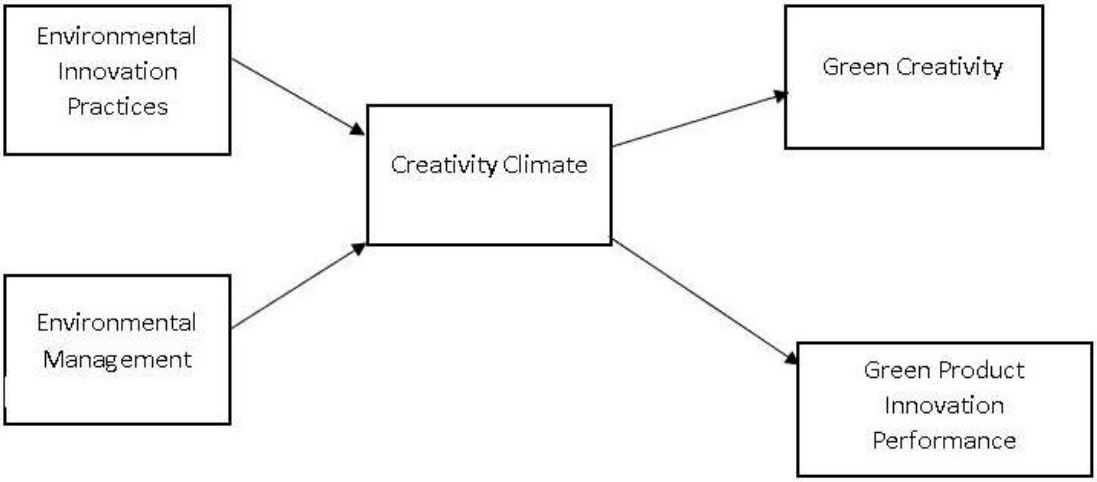

Fig.1. Research Model

3. METHODOLOGY

The context of this study is structured at organizational level. A questionnaire survey was used toward test ideas. It analyzes a research model from a few manufacturing industries in Pakistan. As all data were collected simultaneously & in a single survey. Common Method variance (CMV) contributed to this study results. The applicants for the research were workers in manufacturing companies such as building materials & components, telecommunications manufacturing, biotech, health care & food processing, machinery, & equipment manufacturing, & industries for the production of petroleum products in Pakistan. Respondents are managers of the departments of production, environment, R&D, or marketing, & leaders & members of green product development. There for to increases the effective response rate, we have called on each selected company toward verify the name & qualifications of the respondents' activities & to define the research objectives & content of the questionnaire in advance. One hundred & eighty questions were submitted, & 125 usable samples were returned, making the applicable response rate 67%.

4. FINDINGS

Please Current research has been distributed by PLS-SEM to test the proposed concept using Smart PLS 3 because it is widely used and is believed to be a modern test method across all business sectors, especially in the Manufacturing Industry Area, [59]. This clever investigation aimed to predict and interpret subtle variables based on organizational creative theory. PLS-SEM has been modified as an effective method where the subject should be evaluated in order to use structural modeling is defined and structural measurement, [60]. In addition, it is considered a flexible method of model testing, [61].
The following reason for adopting PLS-SEM related to smaller sample size relative to Amos and data size,

therefore, this study used PLS-SEM to avoid problems with data size and sample size, [60]. Apart from this, the PLS algorithm & bootstrapping technique is developed to determine the loading of materials to assess the suitability of construction and reliability of internal consistency, method coefficients, and the critical corresponding level of testing ideas. First, the measurement model was calculated and then the measurements were obtained by examining the model.

4.1 Data normality

Although PLS-SEM is a non-parameter analysis tool and does not require the standard distribution of data as mentioned in the parameter mentioned above, standard data distribution should not be ignored before entering any unreasonable calculations, [62]. Thus, following the guidelines provided by Munro (2005), this study measured the frequency of data with Skewness, Kurtosis, & histogram plots. The results showed that the values of all hidden variables lay in a closed boundary (such as skewness & kurtosis). As these findings indicate that there is no problem with data abnormalities then further analysis can be performed using PLS-SEM.

4.2 Common method bias

It is very likely that the bias (CMB) bias is consistent with our data due to the nature of the research design of this study as the data were taken from the same source i, e.g. from hotel managers only. Previous studies have reported that a full collinearity test could be used to determine whether the data was burned on the subject of conventional bias while using structural equation modeling (SEM) in partial least squares technique (PLS-SEM), [63]. The assertion in this study by N. J. I.J. o. e.-C. Kock's (2015), an existing work attempt to quantify the bias of common methods by looking at the variance inflation factor (VIF) calculated by a complete collinearity test. VIF points determine that a maximum value of 3.3 indicates that the estimated model may be compatible with the CMB release and if the values are less than the stated value of 3.3, the tested model may be declared free from CMB. Fortunately, the results showed that all VIF scores for all hidden types of studies were lower than the specified value thus saying the data were not contaminated by CMB error in the current study. In conclusion, CMV was not a problem for this study and could be continued for further analysis.

4.3 Measurement model assessment

The rating model was tested, and the relevance of the translation was assessed using loading, intermediate output variability, and competitive reliability. See Table 1, with the exception of a few exceptions, loading items exceeding the recommended value of 0.60. Similarly, the total combined reliability (CR) values also exceeded the recommended value of 0.70. Total average variance extract (AVE) values for all properties under study exceeded the recommended 0.50 values, [60]. Items removed with very low load (<0.50), Figure 2.

Table 1. Real Calculations

Construction	Items	Loading	Alpha	CR	AVE
Creativity Climate	CC1	0.771	0.857	0.898	0.639
	CC2	0.852			
	CC3	0.864			
	CC4	0.774			
	CC5	0.728			
Environmental Innovation Practices	EIP1	0.856	0.883	0.919	0.739
	EIP3	0.849			
	EIP4	0.901			
	EIP5	0.832			
Environmental Management	EM1	0.876	0.832	0.881	0.6
	EM2	0.792			
	EM3	0.718			
	EM4	0.827			
	EM5	0.637			
Green Creativity	GC1	0.754	0.774	0.846	0.526
	GC2	0.812			
	GC3	0.696			
	GC4	0.69			
	GC5	0.662			
Green Product Innovation Performance	GPIP2	0.774	0.882	0.92	0.742
	GPIP3	0.863			
	GPIP4	0.902			
	GPIP5	0.899			

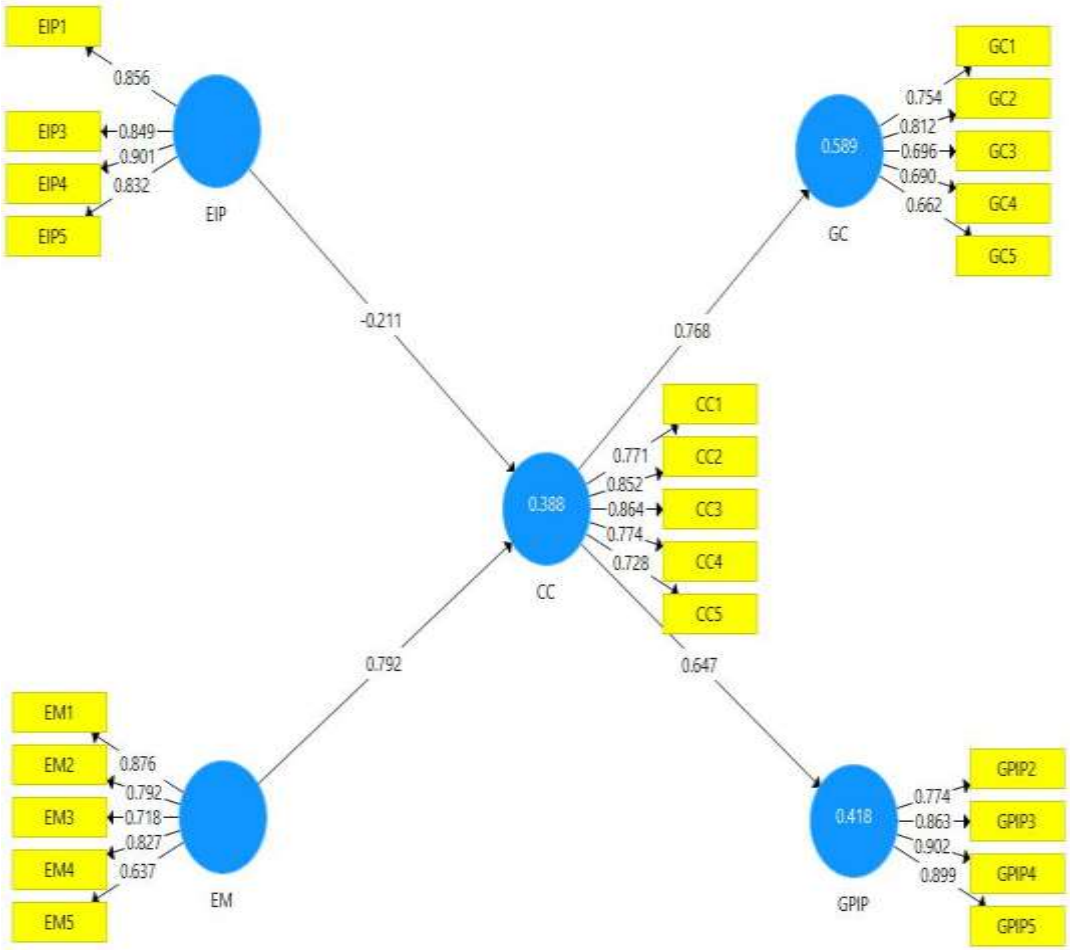

Fig.2. Convergent Validity

Authors of paper [64] proposed a new and improved condition (HTMT measurement) to assess discriminatory suitability and agreed that the Fornell-Larcker condition was one of the most effective ways to assess discriminatory suitability but this approach did not find a lack of discriminatory validity in various research contexts. Therefore, the HTMT scale was used to assess the discriminatory suitability of the structures. As shown in Table 2, all HTMT rate values are assigned to green and green hotels. All values are less than 0.90 as recommended by Gold, Malhotra, & Segars (2001), hence the discriminatory value had also been established in all properties.

Table 2. HTMT Ratio

	CC	EIP	EM	GC	GPIP
CC					
EIP	0.523				
EM	0.695	0.969			
GC	0.932	0.569	0.726		
GPIP	0.744	0.46	0.645	0.798	

Measurement Model Assessment

Model is performed to surmise the hypothesis into the perspective of Environmental innovation & Environmental Management on Green Product Innovation Performance in the Manufacturing Industry of Pakistan with the help of mediating role of Green Creativity climate & the effects of the green model were recognized through the authenticity tests coordinated in the assessment model, Figure 3. All of the assessments of the essential model are resolved to insist that the model & affiliations are impressive with data aggregated. Way co-compelling table is as follows, Table 3:

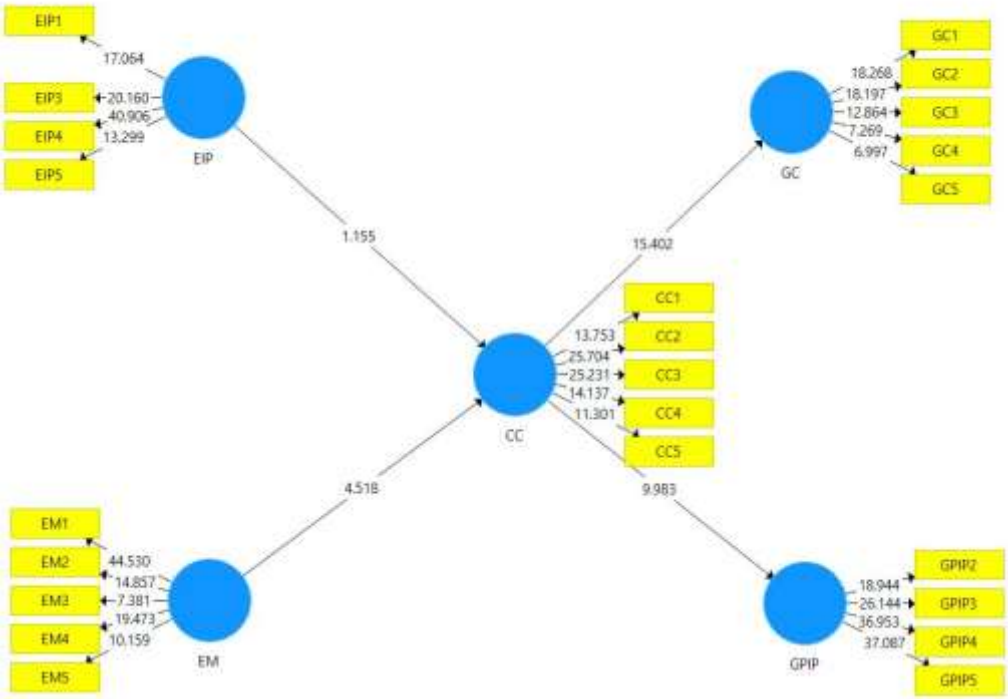

Fig.3. Assessment model for mediating the Green Creativity climate & the effects of the green model role

Table 3. Path Analysis

	Relationship	Beta	S.D	T Value	P Values	Decisions	L.L	Decisions
h1	CC -> GC	0.768	0.048	15.831	0	0.661	0.847	Supported
H2	CC -> GPIP	0.647	0.068	9.559	0	0.474	0.765	Supported
H3	EIP -> CC	-0.211	0.178	1.189	0.235	-0.539	0.147	Supported
H4	EM -> CC	0.792	0.168	4.704	0	0.453	1.128	Supported

5. CONCLUSIONS

This research helps us to concentrate on the creative climate which may make an atmosphere for firm. To improve their climate regarding environmental Innovation Practices & environmental management in the manufacturing industry of Pakistan. Additionally, we have used an organizational creative theory that helps us focus on green creation. Raw art plays a significant role into development of raw materials that may promote the performance of green industrial product development. Environmental Management is also vital role. It helps to determines optimistic impact of EIP on the performance of green product development. The EIP directly or indirectly addresses the impact of green product production. But still has a positive impact upon performance of the green product through the company's strategic climate & raw products, [65].

In the past, environmental management has some conflicts. However, our findings indicated that the environmental idea helps us to eliminate waste. They enhance the usage of energy. Through this, they accomplish biological diversity. Manufacturing industries remain measured towards highly polluting, [65]. EIP is used to prevent the environment from further embarrassment, as well as the development of holistic operations & firms. This study aims toward identify key factors affecting Green Creativity & its impact on participants' perceptions. Raw innovation is closely related to the performance of raw product development. Companies are making huge investments in their innovative raw materials, so they can have better performance for green product development, [66]. The introduction of Green Creativity has a positive impact on green product development & both new forms of innovation can improve the financial performance of firms. We hope that the results of the research will be beneficial to managers & policymakers & provide a good learning environment for the future.

5.1 Theoretical Contribution & Practical Implementation

Our findings make numerous contributions. Our research provides new insights into how the EIP affects the performance of raw product innovation in Pakistani manufacturing industries. We have highlighted the role of

green climate creative mediation, which has been not overlooked in previous studies on this topic. These findings may help researcher's better underst & the intermediate mechanisms between EIP, Green Creativity, & the effectiveness of raw product innovation. First, our findings show that there is a positive impact of EIP on the performance of green product development through innovative climate & green technology, [7]. Previous research has examined certain aspects, such as green flexibility & leadership style. Second, this study explores The Impact of Environmental innovation & Environmental Management on Green Product Innovation Performance in the Manufacturing Industry of Pakistan with the help of mediating role of the Green Creativity climate, [67], found that the green founding climate was connected to new levels at each level or across companies, [41]. has shown that the creative climate can have a positive impact on staff building & the establishment of a work environment. The third findings advise that the EIP has a positive impact on the climate of innovation, which promotes the development of green product development. The theoretical foundation for this research is based on the creative theory of the organization. The study evaluated the adoption of an environmental management system (EMS) it also helps to improve sustainability & green management to investigate the Green Creativity of climate in the manufacturing industry of Pakistan. There are some practical implications for firm policies, policymakers, & managers. The findings recommend that management should focus on building a strong organizational structure & developing possible organizational design mechanisms that enhance staff participation in the new establishment. Firms' managers should seek the firms' products that can improve organizational innovation capability. The EIP not only promotes the development of raw materials through organizational features but also provides the benefits of organizational performance, [16]. Policymakers provide environmentally & economically viable laws & similar elements necessary to promote the EIP. Managers should pay particular attention to environmental policies & use the EIP to promote sustainable organizational development skills.

5.2 Future Limitation

Our findings have various contributions to existing literature, & research has its limitations. This study was conducted only in Pakistan, which included only the key areas of the country & small towns were not ignored in the study. First, our research was about EIP, innovative climate, green art, & new green product performance across all growing segments of the industry. Although the data is taken from different industries, it is better. The specific characteristics of industries that need to be overlooked. We only examined how the EIP & Green Art contribute to the performance of the new green but we did not consider organizational factors that could affect this relationship.

Therefore, we recommend that future studies should consider organizational aspects, such as pollution prevention technologies & innovation in pollution prevention, transformational leadership, which may result in interesting findings. Finally, we explored the EIP approach, in the implementation of green product development through innovative climate & green technology in Pakistan. Cultural factors may be the limit of this study. We recommend that scholars work on similar research in the context of Western culture. Future research should seek additional legal estimates & collect panel data to evaluate these variables in order to better assess the dynamic relationship between raw technology innovation & the financial performance of firms.

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